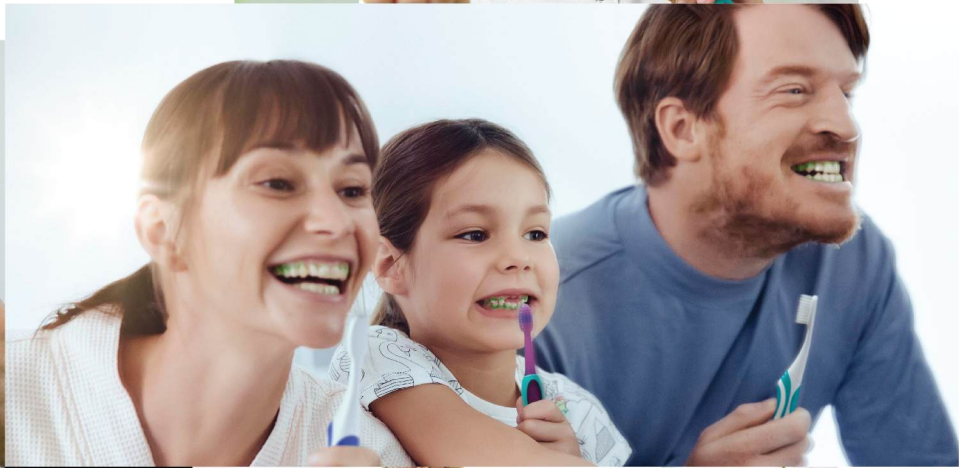


ELGYDIUM

Expert in Oral Care

Superior
Protection of
Oral Health for
all ages



Pierre Fabre
ORAL CARE

FROM FRANCE

Oral health powered by science

Distributed By :

Zipper
MEDICAL

Zipper Resources Sdn Bhd

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TEENS & ADULT

GUM CARE Anti-Plaque/ Tartar



ANTI-PLAQUE

CHX

Purifies & freshens
Restores pH balance
Protect Gums

Art: TAP75-ELG

SENSITIVE TEETH



SENSITIVE

1250 ppm F-

F **CHX**

Art: TS75-ELG

ANTI-STAIN



WHITENING

CHX

Micro-pulverised bicarbonate
for daily
In-depth cleansing
Gentle polishing

Art: TW75-ELG

Art: TWL75-ELG

DECAY PROTECTION/STRENGTHEN



CARIES/DECAY PROTECTION

1350 ppm F-

F **S**

Art: TCP75-ELG

HELP FIGHT GUM AGING



MULTI-ACTION

1350 ppm F-

F **S**

Art: TMA75-ELG

Aquacyanee®
procollagen & antioxidant,
fight gums' aging

CHX Chlorhexidine
Antibacterial

CPC Cetylpyridinium Chloride
Antibacterial

F Fluorinol
6* X more fluoride fixed from the 1st brushing
for Superior Protection against tooth decay
**Ingredient tested in-vitro against mineral fluoride*

S Siliglycol
Protective film which inhibits bacterial colonisation

Post-Operative

Implants
Sensitive gums
Unable to brush
teeth effectively

ANTIBACTERIAL & SOOTHING

Concentrated
=> dilute before use



ELUDRIL Mouthwash

Chlorhexidine 0.10% +
Chlorobutanol 0.50%

Art: MEC90-ELG

Art: MEC200-ELG

ELUGEL Oral Gel

Chlorhexidine 0.20%

Art: ME400-ELG

for all Ages Kids



JUNIOR 7-12 years



BUBBLE GUM

1400 ppm F-

F **S**

Art: TBG50-ELG



KIDS 3-6 years



FRESH STRAWBERRY

1000 ppm F-

F **S**

Art: TFS50-ELG



KIDS 2-6 years



BANANA

500 ppm F-

F **S**

Art: TBN50-ELG



Kids & Junior
YouTube



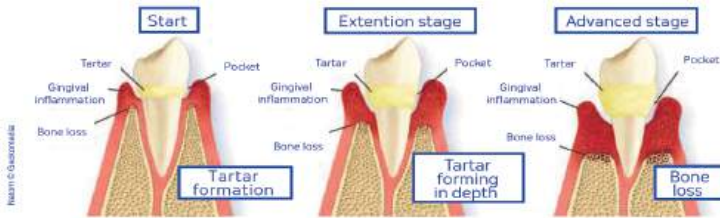
IMPORTANCE OF GUM HEALTH

Gum disease is one of the main cause of tooth loss in adults aged over 35. It can also have a wider impact on your overall health. Pregnant women and diabetic patients are prone to having gum problems.

Symptoms include sore and swollen gums, bleeding gums, and receding gums - leading to tooth loss in worst cases.

Keeping the gums healthy, preserving the health capital.

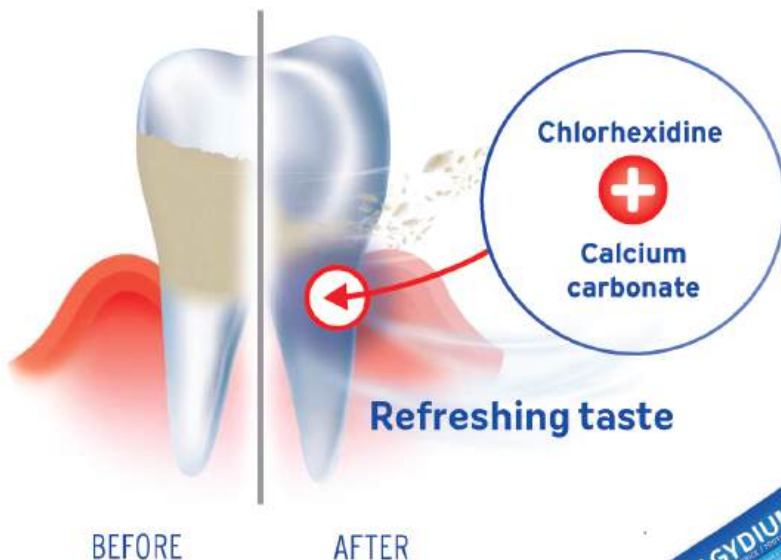
Dental plaque is the main cause of gum disease (gingivitis) and periodontitis. It is a sticky film of bacteria that forms on teeth and gums. When it is allowed to remain for too long, it turns into a hard substance called tartar (or calculus). Tartar should be removed by your dentist.



How Do I Prevent Gum Disease?

A good oral health regime is important.

- 1) Brush for at least 2 minutes, 2 times a day
- 2) Floss every day and use interdental brushes to reach the parts of your teeth that normal brushing can miss.
- 3) See your dentist for a regular check-up every six months. Getting your teeth cleaned professionally is important.



ELGYDIUM NEW FORMULA

ANTI-PLAQUE

HELPS PREVENT PLAQUE FORMATION

98% natural origin

Protect & Strengthen Gums



✓ 93% less dental plaque in 3 weeks*.



ELGYDIUM, part of every smile.

RECOMMENDED BY DENTISTS*

* Clinical study conducted on 44 subjects for 21 days.
** IMAGO study Dec. 2017, 202 answers 38% recommendation.

ELGYDIUM ANTI-PLAQUE

The association of two flagship active ingredients to prevent dental plaque

Effective oral care hygiene that's gentle on tooth enamel

Chlorhexidine

Purifying and cleaning action. (Gram - / Gram + / Yeast).⁽¹⁾
Helps prevent dental plaque.

(1) Jones C. Chlorhexidine is it still the gold standard? Periodontology (2000) 15: 55-62

Calcium carbonate

Polishing effect.
Boosts dental remineralization.
Helps restore pH balance in the mouth.

Clinically proven anti-plaque efficacy



93% Reduction in plaque after 3 weeks of use*



Anti-Plaque YouTube

Tolerance and efficacy test: conducted under dental control on 40 subjects for 21 days (used 3 times per day for 2 minutes).

Combat Sensitive Teeth with

Fluorinol®

ELGYDIUM

SENSITIVE



PARABEN FREE
PRODUCT

Against teeth sensitivity,
Supporting evidence

Significant decrease in tooth sensitivity⁽¹⁾

98 % satisfaction⁽²⁾

(1) Test of safety and effectiveness carried out under dental supervision on 54 subjects for 28 days. Measured on the Schiff Cold Air index at D1, D15, D22 and D29

(2) Satisfaction survey of 54 subjects for 28 days (% of subjects giving a rating of ≥5)



ELGYDIUM Sensitive is a unique formula with Fluorinol® that helps to strengthen and protect enamel, to effectively combat dental sensitivity.

FLUORINOL®
Organic Fluoride
1250 ppm F-



- 4 High performance **organic fluoride**, unique 2nd generation amine fluoride.
- 4 **Internationally Patented** by Pierre Fabre.
- 4 Promotes **enamel remineralisation** to **strengthen and protect the teeth.**
- 4 **Increases resistance to acid attacks.**
- 4 **Seals dentinal tubules.**

5x MORE
Fluoride Fixation
from the first minute of brushing⁽¹⁾

FLUORINOL®
Binds in the
1st minute
of brushing



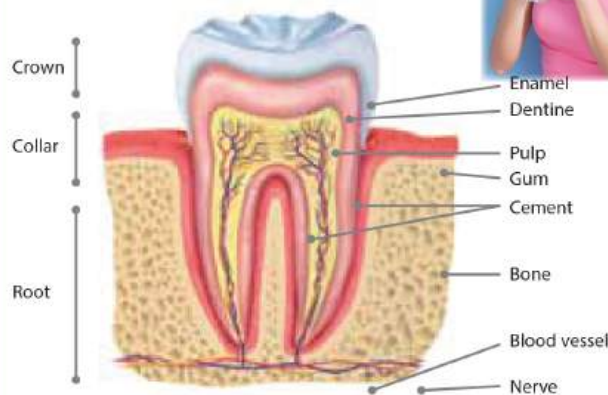
ELGYDIUM



Other Toothpaste

Standard mineral fluoride

Sensitive Teeth



1. Plaque and tartar build-up due to poor oral hygiene
 - *Tooth Decay*
 - *Gum recession & dentine exposure at neck of tooth*
2. Certain Dental treatments :
 - *Deep tooth cleanings / scaling*
 - *Crown placement*
 - *Dental fillings*
3. Thinning of enamel due to over-brushing or erosion
4. Erosion of teeth from grinding / clenching
5. Aggressive tooth whitening treatment
6. Cracked Tooth

Galenic gel for sensitive teeth with low abrasiveness

Long-lasting effectiveness and stronger teeth protected against external aggressions (heat, cold, brushing, etc...) after 1 month of use.



Evaluation of dentine hypersensitivity under odontological control
Evaluation of 54 subjects using the Schiff Cold Air Sensitivity Scale ⁽²⁾



***Significant decrease in just 2 weeks**



ELGYDIUM

WHITENING

4 cappuccinos
28 shared laughs
0 stress on their smiles



INDICATION

Daily toothpaste for visibly brighter teeth, remove extrinsic stain.

ACTIVE SUBSTANCES

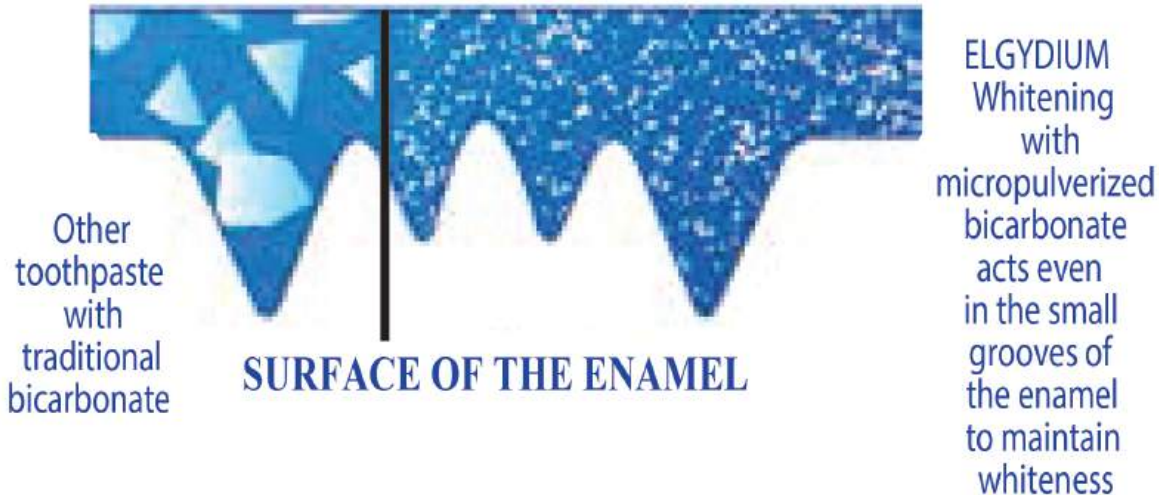
Micro-pulverized Sodium Bicarbonate : gently polishes the surface of the enamel and acts within its crevices to maintain tooth whiteness

PROPERTIES

Low abrasive every-day toothpaste with in-depth cleansing action thanks to its micropulverised sodium bicarbonate size. — Whitening properties clinically proven: reduces extrinsic stains.
Flavors : Mint / Cool Lemon

DUAL ACTION

- ✓ Extra gentle polishing
- ✓ In-depth Cleansing





ELGYDIUM Caries Protection Toothpaste

INDICATION

Toothpaste for daily hygiene which helps prevent cavities by helping remineralization of the enamel

ACTIVE SUBSTANCES

- **Fluorinol® 1350ppm** : remineralization of enamel
- **Silyglycol** : formation of a protective film, enhances fluorinol action.

PROPERTIES

Fluorinol is latest generation organic amine fluoride that offers 5 times more fluoride fixation from the first minute of brushing than mineral fluoride. It increases resistance to acid attacks. Recommended for those who at high risk of tooth decay & wearer of orthodontics devices.
Flavour : Intense mint.



Unique formula with Fluorinol & Silyglycol

Fluorinol®

5 TIMES MORE FLUORIDE FIXATION⁽¹⁾
from the first minute of brushing

Mineral Fluoride in other toothpaste

Fluorinol® in Elgydium



(1) Tested in vitro against a mineral fluoride (2) Test of safety and effectiveness carried out under dental supervision on 42 subjects for 21 days (satisfaction survey % of subjects giving a rating of ≥ 5)

Innovative and original formula for enhanced tooth decay protection

FLUORINOL

- High-performance organic fluoride, the latest generation amine fluoride



- Pierre Fabre Internationally Patented
- Boosts dental remineralisation
- Helps protect against acid attacks

SILIGLYCOL

- Protective filmogenic film⁽¹⁾ which inhibits bacterial colonization
- Prolongs fluoride surface fixation even after rinsing (+30% of fluoride fixed)⁽²⁾



Fluoride ion
Silyglycol film
Prolongs fluoride fixation to the surface even after rinsing (+30% fluoride fixed)⁽²⁾

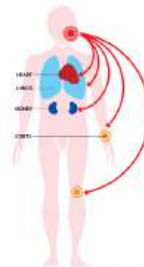
Tooth decay, a major health concern

Tooth decay is due to the bacteria in dental plaque that transform sugars in foods into acids.

The acids then cause a progressive demineralisation of first the enamel and then the dentine.

The decay not only attacks the tooth, destroying the hard tissues (enamel, cement, dentine), it can also result in permanent damage and the "death" of the tooth.

Considered by WHO as one of the major global burden on health, the cause of tooth decay onset varies : poor orodental hygiene, excessive sugar intake, smoking, diabetes



The absence of treatment may alter the general state of health

Objectives

- ☐ Keep the tooth decay risk as low as possible
- ☐ Guarantee a good daily oral hygiene

Choose an effective protective agent





ELGYDIUM

MULTI-ACTION

With Antioxidant & Procollagen properties to help fight Gums Aging



5 IN 1
Toothpaste

Complete toothpaste: 5 actions* to protect & strengthen teeth & gums. Effectiveness for all.



New Active Ingredient: Aquacyanée

Type: Phormidium uncinatum Gomont, "Blue Algae", class of Cyanophyceae (same family as Spirulina)



Aquacyanée

Microorganism of fresh water, one of the oldest Microorganism on Earth. Its photosynthetic activity is probably behind life expansion on Earth.



Antioxidant & Procollagen properties

Aquacyanée Microalgae cultivation is realized next to the Etang de Thau, near Mediterranean sea in the South of France.

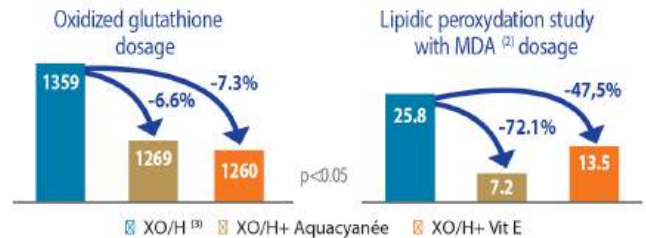


Botanical Expertise Pierre Fabre active ingredient: a certified process for the responsible development of innovative, safe and effective active ingredients.

Aquacyanée protecting gums by:

Reducing oxidative stress

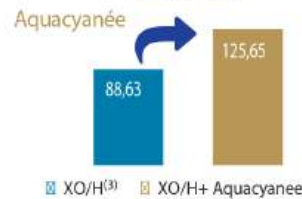
Measure of oxidative stress markers in gingival tissue⁽¹⁾



Fortifying gums with procollagen effect

Procollagen measure in oxidative condition⁽¹⁾

PROCOLLAGEN TYPE 1 DOSAGE



(1) Tested on 26 gingival explants.

(2) Malondialdehyde.

(3) XO/H: Xanthine oxidase/hypoxanthine = oxidative.

5 IN 1 Toothpaste

Very good tolerance*

- 1 Gums**
Protects and strengthens
↳ **Aquacyanée**
- 2 Cavity protection**
Strengthens the enamel and prevents tooth decay
↳ **Fluorinol 1350ppm**

- 3 Anti-plaque**
Helps prevent the appearance of dental plaque
↳ **Siliglycol**
- 4 Whitening**
Helps maintain teeth's natural whiteness
- 5 Fresh effect**
Menthol aroma

*Tolerance and efficacy use test conducted under odontological control on 44 subjects during 22 days, 3 applications a day.



Junior 12 years old & below

7 - 12 Years
Fluorinol®
1400 ppm F-



Gel form for gentle & non-abrasive brushing & ease of penetration into interdental space

Flavour : bubble gum



Fluorinol®

internationally patented by Pierre Fabre Laboratories

Helps to remineralize
the enamel by strong bonding⁽¹⁾
Reinforces the enamel structure

What is the role of Fluorinol® ?
Fluorinol® is the latest generation organic amine fluoride that is internationally patented by Pierre Fabre Laboratories. The organic amine enables the fluoride to bind more quickly and strongly with tooth enamel.

Advantage of Organic Amine fluoride vs Mineral fluoride

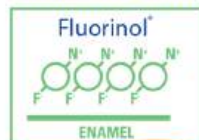
Mineral fluoride



Mineral Fluoride dissociates completely in an aqueous solution. The fluoride ions are dispersed.



New generation amine fluoride



Organic fluoride
5X more
Fluoride binding



Fluorinol is a cyclical fluoroamine it is a bi-polar organic molecule. The attachment of cationic amino group onto the enamel results in the prolonged exposure to a high concentration of fluoride near its surface. As a result, Fluorinol has 5 times more fluoride binding power on the tooth enamel than mineral fluoride as from the 1st minute of tooth brushing.



Siliglycol



Protective film-forming agent ⁽²⁾



Fluoride ion
Siliglycol film

Prolongs fluoride fixation to the surface even after rinsing (+30% fluoride fixed) ⁽²⁾



Inhibit bacteria colonization ⁽¹⁾

OBSERVATION WITH SCANNING ELECTRON MICROSCOPY (X5000)



Without ELGYDIUM Tooth decay protection
Bacterial colonization on the surface



With ELGYDIUM Tooth decay protection
Inhibits colonization

WHAT IS FRENCH ORIGIN GUARANTEED CERTIFICATION?



- > The most rigorous label, guaranteeing quality, safety and traceability
- > Inspected by an independent organization: AFNOR
- > Criteria for obtaining the label
 - The product acquires its main characteristics in France
 - more than 50 to 100% of the unit cost price of this product is acquired in France (raw materials, tube, etc.)

"Pierre Fabre Oral Care laboratories have decided to manufacture their products in France* only in order to ensure that the manufacturing processes are meticulously controlled and to be able to provide patients with safe, reliable products."

*Except the accessory range

Tooth Decay Protection



3 - 6 Years
Fluorinol®
1000 ppm F-



2 - 6 Years
Fluorinol®
500 ppm F-

ELGYDIUM *Kids*

TOOTH DECAY PROTECTION



AFNOR Cert. 70400
Dentifrices Elgydium
Cosmétiques

Innovative and original formula for enhanced tooth decay protection

FLUORINOL®

- High-performance organic fluoride, the only 2nd generation amine fluoride
- Pierre Fabre Patent
- Boosts dental remineralisation
- Helps protect against acid attacks



SILIGLYCOL

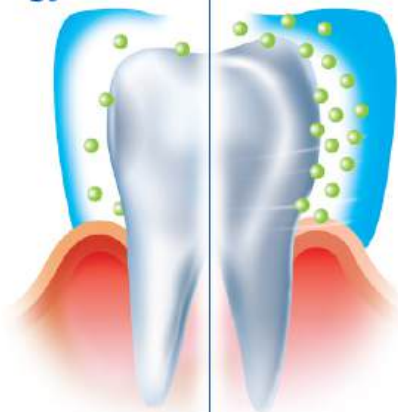
- Protective filmogenic film[®] which inhibits bacterial colonization
- Prolongs fluoride surface fixation even after rinsing (+30% of fluoride fixed)⁽²⁾

6 TIMES MORE FLUORIDE FIXATION⁽³⁾
from the first minute of brushing



Fluorinol® in Elgydium

Mineral Fluoride in other toothpaste



Brushing Technique



2-3 MINUTES
TIMES/DAY



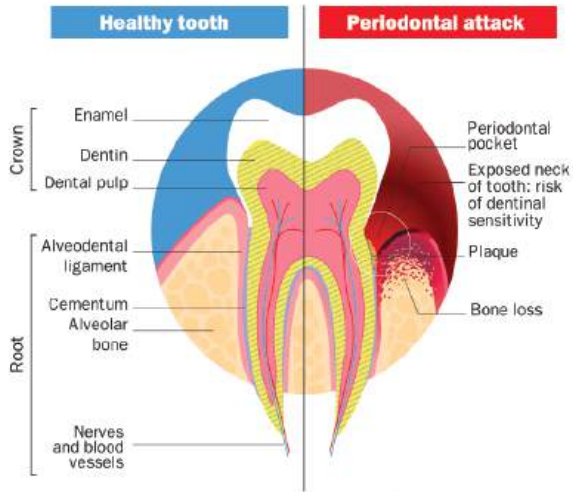
YouTube



YouTube
Fluorinol®

THE IMPORTANCE of oral hygiene

- Brushing teeth regularly, after each meal, limits the appearance of bacteria. However, **many areas** may still be **improperly cleaned**, like the tongue, gums, walls of the mouth and interdental spaces.
- Bacteria form microcolonies, producing an organic matrix which protects them from the external environment: **plaque**.
- Aggressive bacteria may develop within the plaque, unaffected by brushing, resulting in gum problems. This can cause **redness or irritation of the gums**.



- Poor oral hygiene can have a number of serious consequences on your **general health**, and vice versa.
- Gum redness and irritation are the first signs of this aggression. Tackling these signs is the key **to maintaining healthy gums!**

HELPS TO PREVENT ORAL HEALTH PROBLEMS

Eludril CLASSIC

For a healthier smile!



ANTIBACTERIAL & SOOTHING

Chlorhexidine 0.10% + Chlorobutanol 0.50%

Pierre Fabre ORAL CARE

*Alcohol

Oral health powered by science



Unique patented formula*

Chlorhexidine 0.10% + Chlorobutanol 0.50%

>95% satisfied patients*

- ✓ Antibacterial & soothing
- ✓ Proven clinical efficacy
- ✓ Optimal contact time
- ✓ No staining effect**
- ✓ No dysgeusia

CLINICALLY proven efficacy

All the patients who tested this product, found their gums to be: ⁽³⁾



HOW TO USE:

Concentrated Solution. Dilute before use.

Dilute Eludril with 1 to 3 times its volume of water before use



Twice a day (morning and evening) after brushing

For a period of 7 to 15 days

1 bottle (200ml) = 1-week solution



Pack size: 90ml / 200ml / 500ml



www.medimexisgapore.com

- Helps to maintain **good oral hygiene**
- **Prevents and reduces the formation of plaque⁽¹⁾** thanks to its two active ingredients
- Soothes sensitive gums
- Helps to **prevent the onset or aggravation of gum problems⁽²⁾**
- Can be used **in addition to dental implant treatment**

For adults and children ≥ 6years old



No restriction for individuals wearing dental appliances

Complementary to



periodontal treatments

implants

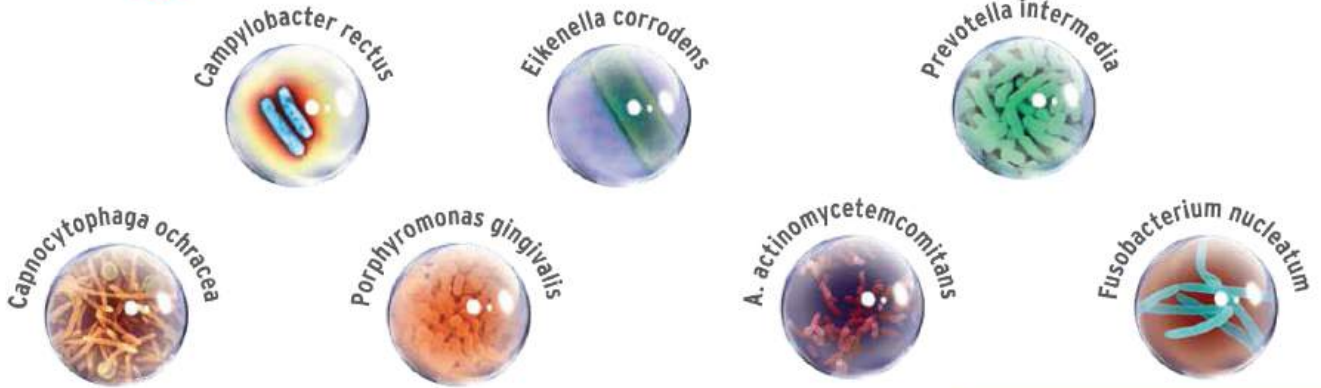
(1) Clinical study conducted on 42 people who used Eludril Classic mouthwash 2 times a day (morning and evening) after brushing for 14 days. Silness-Loe plaque index.

(2) Tenenbaum H. et al. An 8 week, randomized, controlled, clinical study of the use of a 0.1% chlorhexidine mouthwash by chronic periodontitis patients. Journal of Investigative and Clinical Dentistry, 2013;2:29-37.

(3) Clinical study conducted on 84 people who used Eludril Classic mouthwash 2 times a day (morning and evening) after brushing for 14 days. Evaluation of cosmetic acceptability after 14 days of use. Percentage of satisfaction

EFFECTIVE AGAINST ORAL GERMS⁽¹⁻³⁾:

- Bacteria Gram + & Gram -



1. Salvatico S. et al. *In vitro* bactericidal assay under simulated practical conditions for comparison of chlorhexidine mouthrinses: chlorhexidine concentration is only one of the *In vitro* activity criteria. *OHDM*. 2017; 16:1.
2. Mroz C., Segonds R. Inventors; Pierre Fabre Medicament, assignee. Antiseptic compositions containing chlorobutanol and chlorhexidine. Patent WO1997032479. 1997 Sep 12.
3. James P. et al. Chlorhexidine mouthrinse as an adjunctive treatment for gingival health. *Cochrane Database Syst Rev* 2017; CD008676.

What sets chlorhexidine mouthwash apart from other mouthwashes?

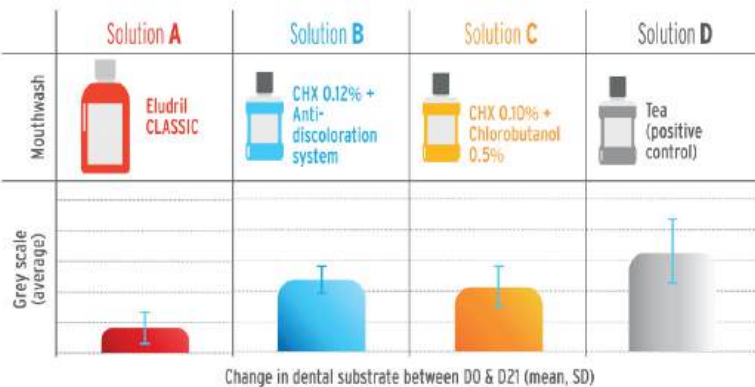
- Rapid action
- Prolonged effect (8h substantivity)
- High-quality evidence (more than 10,000 publications)

LOWER DISCOLORATION POTENTIAL *in vitro* assessment

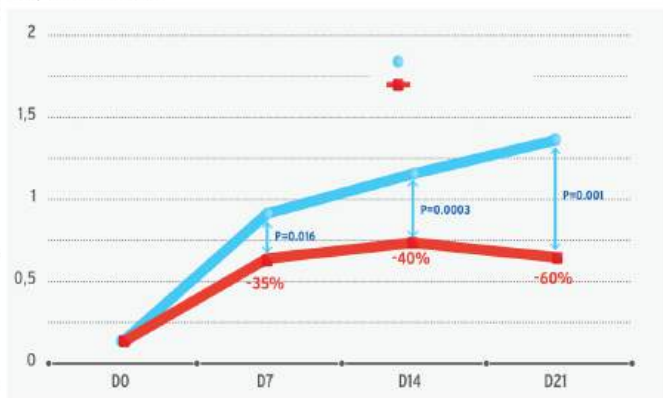


Dental teeth sample
Next to Calcium Phosphate pellet

- Mimicking salivary biofilm: 1-minute pre-incubation with artificial saliva
- Incubation of each sample with one of the 4 different solutions
- Image acquisition & quantification
 - before (D0) incubation
 - after incubation (D21) into the different solutions



Plaque index evolution



Study aim

To compare a mouthwash containing 0.10% CHX digluconate versus placebo.

Study design

- Single-center study, involving 64 patients.
- Pre-study period (D-14 to D0): intensive hygiene regimen to bring plaque index to 0.15 or below.
- Study period (D0 to D21): patients discontinued all oral dental hygiene measures except for a twice daily mouthwash: placebo in the control group
CHX digluconate in the test group

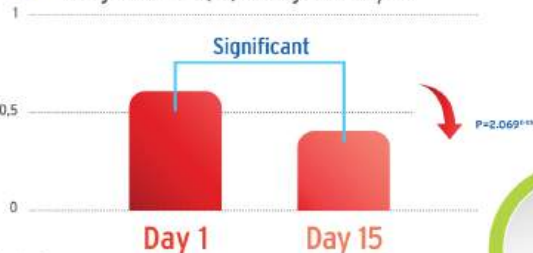
Study aim

To compare tooth dyschromia from 3 commercial mouthwashes (Eludril Classic, Curasept ADS, Biogaran Générique,) on human teeth samples, incubated for 3 weeks in various solutions.

Study design

- A comparative, non-randomized, *in vitro* study.
- Image analysis: final quantification of substrate coloration from D0 to day 21.
- Variance analysis (ANOVA) and Fisher's PLSD test.

Gingival index (GI) changes at day 15



Study aim

To assess Eludril Classic mouthwash efficacy and safety after 14 days of use in 42 patients.

Study design

- Healthy adults (N=28) used 15 mL of diluted mouthwash solution.
- Children (≥6 years old) (N=14) used 10 mL of diluted mouthwash solution.

SUITABLE for all ages



Study aim

To assess Eludril Classic mouthwash efficacy and safety after 14 days of use in 42 patients.

Study design

- Healthy adults (N=28) used 15 mL of diluted mouthwash solution.
- Children (≥6 years old) (N=14) used 10 mL of diluted mouthwash solution.

Elugel



ORAL GEL WITH 0.20% CHLORHEXIDINE

Local hygiene care

ANTIBACTERIAL GEL

ETHYL ALCOHOL FREE



TARGETED DISINFECTING ACTION



OPTIMAL CONTACT TIME



PROTECTIVE BARRIER EFFECT



FRESH MINT SENSATION

GENTLE GEL SENSATION

ETHYL ALCOHOL FREE



ORAL GEL WITH 0.20% CHLORHEXIDINE

Clinically proven efficacy

Reduces the development of bacterial plaque
Prevents the deterioration of gum health

Significantly lower gingival index

Clinical Test / Group 1

A clear improvement among 96% of subjects



Clinical Test / Group 2

A clear improvement among 100% of subjects



When to use ELUGEL:

- As a complement to periodontal and implant treatments
- For abutment screws
- For sensitive gums
- For individuals who are unable to brush effectively

Active Substances

- Chlorhexidine 0.2%

Properties

- Reduces the development of bacterial plaque.
- Prevents the deterioration of gum health.
- Significantly lower gingival index. ⁽¹⁾

Modified Gingival Index by Lobene: study conducted on a sample of 42 people:
Group 1: 28 adults after tartar removal and polishing,
Group 2: 14 children ages 6 to 17 without intervention.

Apply locally using a massaging motion with finger and/or with a gentle brush such as:



• an ELGYDIUM CLINIC post-operative tooth brush



• an ELGYDIUM CLINIC sensitive tooth brush



• or an ELGYDIUM CLINIC interdental brush

2 to 3 times a day for 1 to 4 weeks, depending on the situation

* Does not result in dental discoloration with limited use of the product. Study conducted on a sample of 42 people.



Pierre Fabre ORAL CARE

Oral health powered by science

MADE IN FRANCE