

ELGYDIUM

What if a toothpaste could make your brushing educational and fun?

Not many people look forward to brushing their teeth! And it can even be a nightmare for children. That's why it's important to incentivise and create a fun routine. ELGYDIUM offers a unique 2-in-1 innovation, to make brushing fun and educational.

Adults think it's good to brush teeth twice a day, and that their brushing technique is effective... But that's not always true. See for yourself. Adults don't always have the cleanest tooth.

– An exceptional formula:

ELGYDIUM plaque-disclosing toothpaste highlights dental plaque, so you can clearly see the areas you forgot to brush. It also helps to prevent tooth decay thanks to Fluorinol*.

– Proven efficacy: •Tried and approved by families

Day after day, ELGYDIUM plaque-disclosing toothpaste guarantees a new experience, with ever more effective brushing that:

- removes up to 90% more dental plaque
- helps you brush more effectively over time



90%
of children and
88%
of parents...convinced⁽¹⁾

(1) Efficacy and tolerance tests conducted on 45 adults and 44 children for 3 weeks, 2 times a day

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ELGYDIUM

TEACHING TOOTHPASTE

PLAQUE DISCLOSING
& TOOTH DECAY PROTECTION



Colours dental plaque during brushing to indicate the areas to be brushed

Decay protection:
Fluorinol

Brushing technique improvement



MADE IN FRANCE

DOUBLE EFFICACY TOOTHPASTE



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@elgydium_sg



YouTube

www.medimexsingapore.com

ELGYDIUM

TEACHING PLAQUE-DISCLOSING



What if a toothpaste can tell if your teeth are clean?

Pierre Fabre
ORAL CARE

Oral health powered by science



ELGYDIUM

TEACHING PLAQUE-DISCLOSING

2 PRODUCTS IN 1

Toothpaste

+

Plaque Discloser



AN EXCLUSIVE FORMULA

Specific green colouring mix

Temporarily colours dental plaque to indicate the areas to be brushed

Fluorinol 1000 ppm

Prevents tooth decay and strengthens the enamel. 6 times more fluoride fixed from the first brushing⁽²⁾

Siliglycol

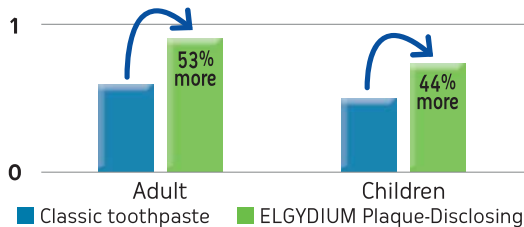
Prevents the build-up of dental plaque

Fresh apple flavour

Brushing technique improvement:

50% more

plaque removal from the 1st brushing⁽¹⁾



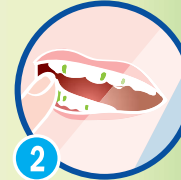
(1) Clinical study led on 45 adults and 44 children for 21 days.

(2) In-vitro topical treatment versus mineral fluoride.

** IMAGO study Dec. 2017, 202 answers 38% of recommendation.

Usage instructions:

- 1 Brush teeth as usual, with ELGYDIUM Plaque-disclosing toothpaste
- 2 Rinse and check in a mirror the forgotten areas coloured in green
- 3 Brush again to remove the remaining colour from teeth without adding more toothpaste
- 4 Smile!



FROM 7 YEARS OLD

CREATE A FUN FAMILY ROUTINE

and check your brushing technique all together twice a week!



My brushing Fun time



What if a toothpaste could make your brushing technique better & funnier



2-3 MINUTES
TIMES/DAY

ELGYDIUM
EXPERT IN ORAL CARE