

# CURAPROX

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Why it pays to use the  
right toothpaste.



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 SWISS PREMIUM ORAL CARE

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## The enzycal story

**On an Autumn day** – it was 2007 – my Head of Sales André Leardini came into my office. Our product list did not include a toothpaste and he absolutely wanted one.

**I was against it.**

«**CURAPROX means interdental care,**» I said to him, «and in fact we already have the finest and most efficient products on the market; we should stick with them.» «Yes, but we also have a toothbrush,» André answered, «and all we need is a toothpaste to go with it.» He leaned back. «We need a toothpaste, Ueli. It is that simple.»

«**Toothpastes can be changed,**» I countered. Indeed, a toothpaste is not really necessary. Plaque is removed mechanically, i.e. by interdental brushes and toothbrushes. Toothpastes provide freshness and fluoride, and that is all. «So if we manufacture a toothpaste, André, it will have to be something special, something our customers will definitely use. Like our interdental brushes and toothbrushes. Both give a more thorough cleaning than any other on the market and at the same time are much gentler. In my mind, a toothpaste simply does not offer much incentive.»

**Some months later,** André came into my office again. He was accompanied by Frank Popp, the Head of Sales for Germany. They had made up their minds – they wanted a toothpaste. I decided to listen.

**And in fact** what Frank and André told me provided the spark to create a toothpaste which would meet our standards. It would not be easy to find customers for this new toothpaste. The big market players are heavily entrenched and there is too much to explain.

**This gives me all the more satisfaction** that you are interested in the five points which Frank and André used to convince me about enzycal.

Ueli Breitschmid,  
proprietor and general manager



«**André and Frank convinced me**»

## First things first: a toothpaste should not be harmful.

Unlike almost all other toothpastes, enzymal does not contain sodium lauryl sulphate (SLS).

SLS is a highly potent foam cleanser which is mainly used in household detergents, shampoos and shower soaps. It is used commercially to clean garage floors or machines because of its aggressive action.

**SLS attacks the oral mucosa cells.** It causes abrasions and injuries which have been shown to promote the formation of painful aphthae. The risk is also created that SLS will pass through the oral mucosa into the body.<sup>1</sup>

Cell testing <sup>2</sup> in the oral mucosa has given the following results:



Healthy, untreated, oral mucosa cells.



After contact with SLS, the oral mucosa cells are attacked and partly destroyed.

**enzycal completely avoids SLS.** The benefits to you: significantly fewer aphthae; no controversial substances which may penetrate into the body. In short, enzymal guarantees natural, long-lasting dental care.<sup>3</sup>



**Without SLS: the oral mucosa is safe – and aphthae are significantly fewer.**

<sup>1</sup> What exactly SLS does there has not yet been definitively researched. Whether SLS causes health injury is debated and has not yet been proven. It is amazing, however, that SLS is found in nearly all toothpastes.

<sup>2</sup> Consider for example Arenholt-Bindslev et al. 1992. The dangers of SLS have been known for all this time!

<sup>3</sup> And because enzymal foams so little, it has another benefit: the hydrodynamic action of a sonic toothbrush is enhanced.

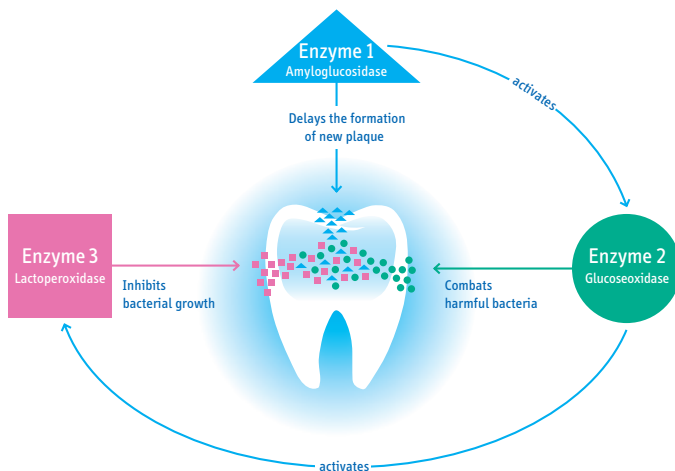
## 2. A toothpaste should strengthen the natural protective function of the saliva.

With its enzymes and minerals the saliva protects the teeth, gums, tongue and oral mucosa from plaque and bacteria. The saliva neutralises the pH in the oral cavity, combats harmful bacteria, and helps to prevent oral diseases.

**Normally the natural saliva works very well**, e.g. in remineralising the tooth enamel, creating a natural protective layer around the teeth, and healing gum lesions. This defence system, however, can be very easily pierced by excess sugar, acidic drinks, alcohol, and nicotine. SLS also plays an infamous role here and so does an excess of strongly abrasive taste enhancers.

**And this is exactly where the enzymal enzymes enter the fray.** Enzymes are an important component of the saliva. They play an important role in combating bacteria and breaking down harmful sugars. They strengthen the saliva barrier and do so in a natural manner. The reason is simple – these enzymes already exist in the body itself. With their aid, the saliva can continue its protective role undisturbed – to protect the teeth from caries and the gums from periodontitis.

With enzymes: the natural protective power of the saliva is enhanced.



### 3. A toothpaste should be mild.

Conventional toothpastes have a strong flavour – often so strong that it interferes with the sense of taste. An excess of strong volatile taste enhancers can even abrade the oral mucosa.

**Because of this, enzykal contains** only the absolute minimum of menthol. Apart from that, it totally forgoes the use of volatile substances which can harm the oral mucosa. The mild flavour of enzykal is therefore a sign of its enduring natural essence.

**When you brush your teeth with enzykal,** espresso and orange juice taste just as they are supposed to. Your sense of taste and particularly your oral mucosa will be grateful to you.



Pleasantly mild in flavour.

### 4. A toothpaste should contain fluoride.

Fluoride strengthens the tooth enamel and makes it more resistant to acids. Fluoride can even remineralise decalcified tooth enamel. Fluoride inhibits the growth of harmful plaque bacteria and thereby prevents caries.

**For a long time caries were** the primary cause of tooth loss. Starting in the 1960s, fluoride has been used, for example, in the school dental care programme, and in some places it has also been added to drinking water. Caries have been thereby effectively brought under control. Today, most toothpastes have a fluoride content of 1000 to 1500 ppm (parts per million).

**enzykal contains 1450 ppm sodium fluoride.** Sodium fluoride is the simplest fluoride compound available. This simplicity offers a substantial benefit – the ions in sodium fluoride are made available quickly and abundantly to the tooth enamel.

A double barrier to caries is created by combining enzymes and sodium fluoride.

## 5. A toothpaste should not damage the tooth enamel.

Your enamel will love it! Most toothpastes are very abrasive and their grainy texture can harm the tooth enamel. Indeed, a certain amount of granularity is helpful in removing plaque. However, if a toothpaste is too grainy, it will grind down and file away the tooth enamel.

The measurement of how abrasive a toothpaste is is expressed as an RDA (relative dentin abrasion) score. The higher the RDA score, the higher the grinding effect for the removal of plaque and other contaminants. Toothpastes with an RDA above 80, however, should be avoided. As long you do not experience any hypersensitivity of the necks of the teeth, we recommend a moderately abrasive toothpaste – an RDA score between 40 and 70.

**enzycal is a low-abrasion toothpaste.** With its approximate RDA score of 50, enzycal is a gentle but intensive cleaner. In combination with an ultra-soft CURAPROX CS 5460 toothbrush, you will clean your teeth in an extremely gentle but effective manner – as if you were using a microfibre cloth.



Enamel-friendly:  
mildly abrasive.

## enzycal toothpaste in short:

1. No SLS: gentle on the oral mucosa, and significantly fewer aphthae.
2. With enzymes – to enhance the natural protective power of the saliva.
3. Pleasantly mild flavour.
4. Double anti-caries barrier by combining enzymes and sodium fluoride.
5. Enamel-friendly. Mildly abrasive.

### **The result:**

Undamaged oral flora which will protect you from caries and periodontitis. A natural, long-lasting aid to dental care.

You may wish to consult a practitioner in dentistry or dental hygiene or your local pharmacist.

