



Press release

Black toothpaste: whitening without bleach and abrasive agents

Kriens, March 2015 – Swiss brand Curaprox is now offering a whitening toothpaste. To maintain oral health, stains are removed by activated carbon instead of by abrasion or chemical bleaching. Activated carbon gives the toothpaste both its colour and its name: “Black Is White”.

How can an oral health brand make a whitening toothpaste? Swiss brand Curaprox chose activated carbon as the active ingredient for its gentle whitening toothpaste. This ingredient is black and that is how this toothpaste got its name: “Black Is White”. Its activated carbon removes stains without abrading the enamel or using a chemical bleaching agent. Instead, the activated carbon absorbs stain particles and gently eliminates them.

How it works

“This is a very old and proven method,” says Matthias Mütsch, Dr. sc. nat. ETH and developer of all Curaprox toothpastes. Activated carbon particles simply absorb dirt and discoloration particles “like a vacuum cleaner”. The RDA is correspondingly low – this is the measure for the abrasive effect of toothpastes: “The RDA is about 50, which is lower than in many normal toothpastes”. Black Is White even dispenses with bleach.

Added optical effect

The whitening effect of activated carbon is supplemented by optical means: a blue filter reduces yellow discoloration. This helps to make teeth appear whiter without the use of chemical agents.

Black

The activated carbon gives “Black Is White” an unusual colour for toothpastes. While this black may polarize people’s reactions, Ueli Breitschmid, owner and CEO of Curaprox, is pleased about this polarization: “Everything different all the rest, that’s my motto, and Black Is White is probably the best example of this.”

Most whitening toothpastes contain abrasive particles such as chalk, silicates, pumice or bentonite; or they bleach using chemical agents such as peroxide. But bleaching agents change both gums and tooth enamel and also adversely affect the oral mucosa. The danger with abrasive particles is that, in addition to removing discoloration, they also erode the enamel; abrasions are the result: places where only a little enamel is left.

Ingredients

“Black Is White” whitening toothpaste removes stains using activated carbon – without abrasive agents and without bleach. 1,450 ppm fluoride. Enzymes for caries protection and to support the salivary functions. 15,000 ppm sodium hydroxylapatite (Nano) and Prestige Sparkling Blue® as physical brighteners. RDA ~ 50. Few essential oils. Starphere® as a cooling agent. Without SLS. Without triclosan. Without bleaching agents. Without plastic particles. Can be used as regular toothpaste without any limitations. Also available as “White Is Black”: extra mild taste.

- Available from 01.04.2015
- Price: CHF 27.50 incl. VAT
- Incl. a special version of the CS 5460 ultra soft toothbrush

Black Is White: refreshingly lime-flavoured

White Is Black: extra mild taste

About Curaprox

Curaprox is the oral health brand of Curaden International AG based in Kriens, Switzerland. Since 1972 and in collaboration with dental professionals in teaching, research and practice, Curaprox has been developing oral hygiene tools that are as gentle and effective as possible.

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Black Is White: additional ingredients

Sodium fluoride acts quickly and provides a more neutral acid climate. Black Is White also contains enzymes that occur naturally in the saliva. These enzymes enhance the saliva's antibacterial and antiviral functions. In addition, they protect against tooth decay and help to combat dry mouth.

Without SLS, few essential oils

Contains no sodium lauryl sulphate (SLS): this surfactant, which is present in almost all toothpastes, dries the mouth; the mucous membranes are attacked, susceptibility to aphthous ulcers increases. "You notice that it contains no SLS, for example, because orange juice actually tastes like orange juice after brushing your teeth," says Mütsch. Essential oils are used sparingly. "Firstly, this mildness is very pleasant and, secondly, too many of these essential oils might irritate the oral mucosa."

Hydroxylapatite

Nano-hydroxylapatite has a protective effect: due to the close similarity of its structure to tooth enamel, it serves as a protective layer on the tooth; it is also claimed to have a remedial effect on damaged tooth enamel. It can even fill in incipient caries again.

Deep black, cooling

Other ingredients are a blue and a cooling substance: Prestige Sparkling Blue aesthetically supports the whitening effect as a physical brightener and emphasizes the whiteness of teeth. Starphere gives a pleasant cooling sensation while cleaning.