

edel
white

Styled For Health



SWISS
DENTAL
EXPERTS

📍 Iraq - Baghdad

☎ +964 7707779955

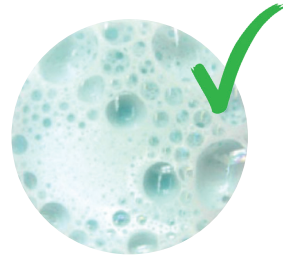
📱 EdelWhite.Iraq 🌐 edelwhite.iq

▮ Foaming is important, and we will tell you why



regular
high-foaming
toothpaste

- Can lead to less time and care dedicated to brushing
- Potentially causes gum irritation
- Large bubbles disturb the delivery of the toothpaste ingredients to interdental spaces



edel+white
compact-foaming
toothpaste

- Increases attentiveness while toothbrushing
- Doesn't irritate the gums
- Eases the delivery of toothpaste ingredients to interdental spaces
- More compatible with electric toothbrushes

▮ Meet the ingredients our toothpastes **DON'T** have

We make sure that we do not add any unnecessary nasties. Our toothpastes don't have:

- ✗ Parabens: these preservatives have been linked to hormone disruption and have raised concerns regarding their safety.
- ✗ Titanium dioxide: concerns have been raised about the safety of nanoparticles, particularly in other products, due to their potential to penetrate tissues and organs.
- ✗ SLS (sodium lauryl sulfate): may irritate gums, and some studies have raised concerns about potential links to cancer, although this is still being debated.
- ✗ Peroxide: a bleaching agent that can be harsh on teeth and may not be necessary for everyone.
- ✗ Microplastics: tiny plastic particles that harm the environment and pollute waterways.
- ✗ Harsh abrasives: while whitening, they can scratch tooth enamel, increasing sensitivity.

TOOTHPASTE

+ Care Forte

The multi-tasking formula relieves the signs and symptoms of gingivitis, while fortifying teeth and gums, strengthening them from further flare-ups



The bodyguard

Tocopheryl acetate (vitamin E): Fights free radicals, inflammation and cavity-causing bacteria, keeping your teeth and gums free from harm.

The carer

α-bisabolol: Odour-defending and health-regenerating that particularly loves working with gums. It alleviates the pain and swelling of irritated gums while combating halitosis-causing bacteria.



The protector

Calcium lactate: Tightens and refreshes irritated gums, improving their health and integrity. Its protective effect also extends to the teeth, as it supports enamel repair and prevents the formation of plaque.

The trainer

Aluminium lactate: Strengthens gums to provide comfort and fortify the foundation of the teeth within them. It also trains the surrounding environment to remain as neutral as possible.



The cleaner

Sodium bicarbonate: Gently scrubs the enamel to remove surface stains, revealing your naturally white teeth beneath. It's especially skilled at controlling plaque-causing bacteria and supports the work of the protector and the healer in their restoration of the enamel.

The defender

Sodium fluoride: The glue that puts the enamel back together. It fortifies teeth, making them more resistant to acid attacks. Without it, the protective shell surrounding the teeth could not be recovered.

Suitable for daily use. Especially recommended for use with electric toothbrushes.
Without SLS Parabens. RDA 60. Fluoride 1450ppm



Brazilian
Oral Research

The safest toothpaste

NATURAL + PROPHYLAXIS	
PROTECTION + CARE	
WHITENING + ANTIPLAQUE	

TOOTHPASTE

Anti-Plaque + Whitening

The Anti-Plaque + Whitening toothpaste is a dual-action toothpaste that removes and prevents plaque ('Anti-Plaque'), while eliminating stains and polishing teeth ('Whitening'). It provides daily defence by creating a smooth protective layer that prevents bacterial plaque adhering to the tooth's surface.

This industrious toothpaste also offers whitening maintenance, preventing stains and preserving the sparkling results of bleaching treatments.



Removes plaque & prevents its return



Erases surface stains for whiter looking teeth



Contains no unnecessary 'nasties'

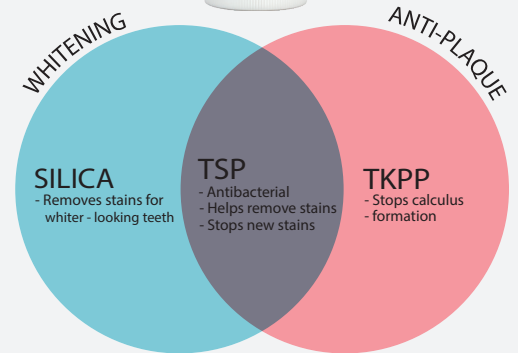


Contains BIOAVAILABLE FLUORIDE for optimal remineralisation



Compact foaming formula delivers active ingredients around the mouth

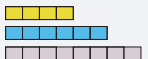
Without SLS. RDA 80. Fluoride 1450ppm



NATURAL + PROPHYLAXIS

PROTECTION + CARE

WHITENING + ANTIPLAQUE



TOOTHPASTE

STOP Sensitive Toothgel

STOP Sensitive toothpaste gel – or toothgel – is a new patented formula that stops sensitivity and prevents tooth decay without compromise.

The formula contains a patented bioactive shield that biomimetically repairs and protects teeth for up to 12 hours. **Scientifically** proven not only to alleviate sensitivity instantly, but also to provide prophylactic relief ahead of dental treatment. Its effects are:

- **Instant** – sensitive teeth will be immediately soothed
- **Lasting** – relief and protection last for up to 12 hours.
- **Forever** – results accumulate over time for dramatic improvements after just one month

Powerful patented bioactive CFPS

Calcium fluoro phosphosilicate forms the core of STOP Sensitive Toothgel and provides a number of benefits:

Administers fluoride, calcium and phosphate ions at a slow and steady rate for up to 12 hours

Replaces the enamel's natural material, hydroxyapatite, with more acid-resistant fluorapatite

Occludes exposed dentinal tubules for instant and lasting relief from sensitivity



Instant relief from sensitivity



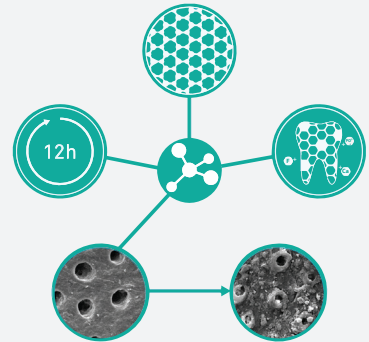
Patented BIOMIN shields teeth



Contains no unnecessary 'nasties'



Cumulative results



Open dentinal tubules

Occlusion by STOP Sensitive

TOOTHPASTE

▮ Osmotonic

The osmotic effect is stimulated by Swiss Alpine salt, which is supported by sodium bicarbonate, xylitol and natural extracts of echinacea and sage. Together, these ingredients:

Clean – surface stains are gently removed for whiter looking teeth

Protect – saliva production is promoted for natural remineralisation

Detoxify – osmosis draws excess fluid and toxins from the gums to reduce inflammation



Anti-inflammatory
osmotic action



Contains natural
extracts of sage
and echinacea



Fluoride-free



MOUTHWASH

▸ STOP Irritation CHX mouthwash

STOP Irritation by the Swiss Dental Experts is a broad spectrum antimicrobial and anti-inflammatory mouthwash with 0.12% chlorhexidine digluconate (CHX) and 0.05% cetylpyridinium chloride (CPC).

Safe for daily use for up to two weeks, STOP Irritation supports patients with chronic gingivitis and periodontal disease, while also providing a short-term topical solution for wounds and localised inflammation. Discomfort is immediately relieved and the underlying issue begins to heal within a few days.



Medical mouthwash with
0.12% CHX



Supports patients with
gingivitis and periodontitis



Fast relief of wounds and
inflammation



MOUTHWASH

▮ Fresh + Protect Mouthwash

Fresh + Protect Mouthwash is an invigorating therapeutic mouth rinse that awakens your mouth. 100% alcohol-free with natural fruit extracts. Grapefruit and lemon extracts provide a burst of freshness as well as natural antibacterial protection.



Natural antibacterial
Protection



Contains BIOAVAILABLE FLUORIDE for
optimal remineralisation



Natural fruit extracts

Suitable for daily use. Without SLS, paraben or alcohol. Fluoride 250ppm.



THERE IS NO GOOD TOOTH BRUSHING WITHOUT A GOOD TOOTHBRUSH

TOOTHBRUSHES

The Flosserbrush Family

UltraSoft Flosserbrush

UltraSoft bristles and a flexible handle maximise the clean and minimise damage

As you brush your teeth, the Konex HD® bristles respond by expanding your movements into each interdental space. When you brush with too much pressure, the handle of the UltraSoft Flosserbrush flexes away from the teeth protecting your gums. Especially recommended for irritated gums, periodontal problems, sensitivity and implant care.



ADAPTS TO YOUR BRUSHING STYLE



UltraSoft konex HD®
bristles



Floss while you brush with
tapered bristles



Superflex handle absorbs
pressure



Clear-cut handle facilitates
45° grip

TOOTHBRUSHES

Intensive Flosserbrush

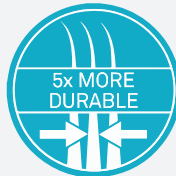
Durable bristles and a flexible handle perfectly balance power and protection

The Intensive Flosserbrush unlocks your potential for deep cleaning with a manual toothbrush. Equipped with perfectly balanced tapered bristles, this distinctive toothbrush intensively cleans around and between each tooth while also caring for the gums.

Deep Cleaning
Experience



Intensive bristles for an
extensive clean



5x More durable than
regular bristles



Floss while you brush
with tapered bristles



Superflex handle absorbs
pressure

TOOTHBRUSHES

Pro-Ortho For braces and spaces

- **Brush everything in one:** its wide head cleans tooth, gum and braces at once
- **Be tough on braces:** inner bristles deeply clean braces while outer ones brush along the gum line
- **Give it a squeeze:** its flexible handle makes it easier to guide the brush around the mouth



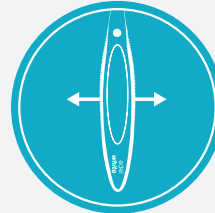
1.5x Wider head



Ultrasoft konex HD®
Bristles



Specialist bristles for
cleaning braces



Wide handle



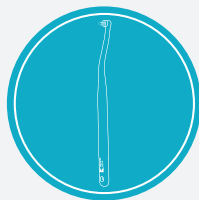
TOOTHBRUSH

Single-tufted brush For braces and spaces

A single-tufted toothbrush for cleaning areas that are difficult to reach and therefore cavity-prone. Recommended for anyone wanting a more thorough clean, but particularly suited to those with misaligned teeth, orthodontic appliances, bridges or implants. Though brushing with the Single Brush doesn't replace interdental cleaning, it complements the action of a regular toothbrush between teeth and along the gum line.



SINGLE TUFT: EASY CLEANING
OF HARD-TO-REACH PLACES



LONG HANDLE FOR EASY
GRIP & ENHANCED REACH



FOR MISALIGNED TEETH,
BRACES, BRIDGES & IMPLANTS



TOOTHBRUSHES

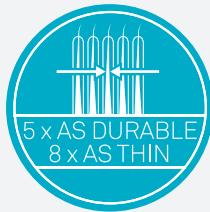
Pro-Gums

The foolproof key to healthy gums

This dynamic and, frankly, weird-looking toothbrush is your answer to healthy gums and deeply cleaned teeth. Pick it up and:

- **Sweep:** the wider head brushes your neglected gums as well as your teeth
- **Dive:** the UltraSoft bristles deeply clean all around without you even having to think about it
- **Relax:** the wide and flexible handle makes brushing quicker and more comfortable to use than conventional toothbrushes

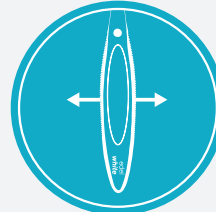
Wide Head , Deep clean :
For a perfect gum care



UltraSoft konex
HD® bristles



1.5x wider head



wide handle





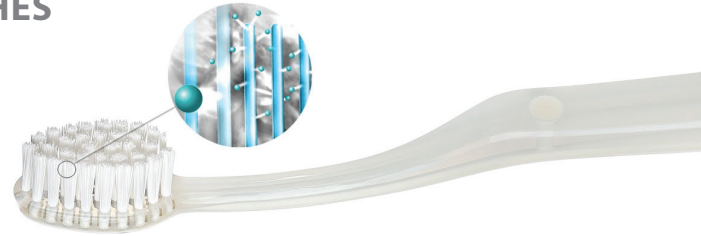
THERE IS NO GOOD TOOTH BRUSHING WITHOUT A GOOD TOOTHBRUSH

TOOTHBRUSHES

► Stain Eraser Brush

Tiny rubber balls for 35% better whitening

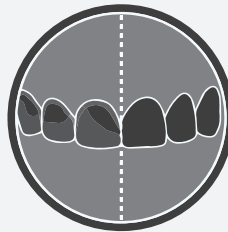
Embedded within the bristles of the Stain Eraser Brush are tiny rubber balls, which help the toothbrush live up to its name! Just as an eraser rubs away pencil from paper, these balls rub away stains from teeth while polishing their surface.



Rubber ball-embedded bristles whiten teeth



Superflex handle absorbs pressure



35% More effective than other Whitening Bristles



Removes stains like an eraser

SWISS
TECHNOLOGY
+35%
WHITER TEETH*



THERE IS NO GOOD TOOTH BRUSHING WITHOUT A GOOD TOOTHBRUSH

TOOTHBRUSHES

▮ Clean Curl 3D

With three sides of bristles, CleanCurl 3D is three times more efficient than standard toothbrushes. Just a simple brushing movement ensures thorough cleaning of the chewing, inner and outer surfaces of the teeth, as well as the gum line.

Increase your brushing efficiency by 300% by using this revolutionary 3D toothbrush.

300% Performance



3 Sides of bristles to clean every tooth surface



Looped handel to absorb excess pressure



Perfect cleaning of braces, bridges and implants



Created in collaboration with dentists





A BRUSHING ADVENTURES TOGETHER WITH KIDS

TOOTHPASTE

7 Früchtli

A unique pack of 7 toothpastes to introduce fun and education to the tooth brushing routine 7 Früchtli toothpaste contains fluoride to strengthen the enamel. Natural green tea extracts and vitamin E fortify and help secure teeth in the gums. Does not contain any artificial colouring, flavours or aggressive foaming agents (sodium lauryl sulphate - SLS).

MEET THE SUPERHERO OF CHILDREN'S TOOTHPASTES



7 Colours & flavours for fun while brushing



Protecting & remineralising
SODIUM FLUORIDE



Bacteria-balancing &
fortifying green tea



Anti-inflammatory &
antibacterial VITAMIN E



Brazilian
Oral Research

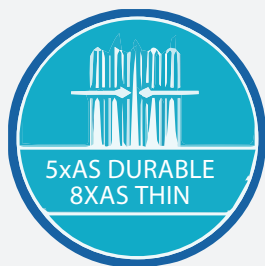
The safest toothpaste for your kids

TOOTHBRUSHES

▮ Kids Flosserbrush

UltraSoft Konex HD® bristles are eight times finer than regular bristles, making the Kids Flosserbrush the softest toothbrush available for children's teeth and gums.

Available in an attractive assortment of colours and designs, our Kids Flosserbrush is an ideal starter brush. Its ergonomic design with rubberised facets help tiny hands grip the handle, while allowing space for helping hands.



UltraSoft konex HD®
bristles



Ergonomic handle with
rubberised facets



Different Colours &
designs



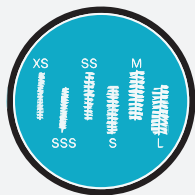
EASYFLEX INTERDENTAL BRUSHES

THE HANDLE

- Ultra-flexible for comfort and improved reach of molars of molars
- Extendable with travel cap
- Colour coded

THE HEAD

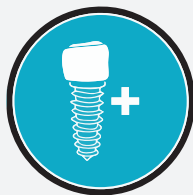
- Flexible neck supports high-tensile brush core
- Swiss-patented wire coating prevents bacterial contamination
- Available in six sizes from XS to L
- Safe for use on bridges, braces and implants



Six different sizes



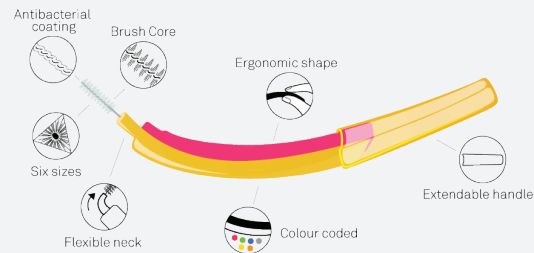
Flexible neck for easy reach of back molars



Implant-safe bristles with antibacterial coating



Anti-slip & ergonomic handle



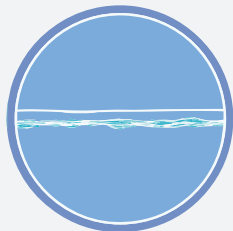
DENTAL FLOSS

Expanding Superfloss

The spongy dental floss with Expanding Superfloss technology reduces plaque by up to 70% and is therefore superior to conventional dental floss in plaque removal and increases its surface area when in contact with the saliva



Reduces plaque by 70%



Expands when in contact with saliva



For wide interdental spaces

DENTAL FLOSS

▮ woven floss

Remove more plaque

Made with four woven filaments, this floss is thicker and traps plaque between its gaps. It has more volume, more surface, and it adapts more to the teeth.

Recommended for wide dental spaces and people who are used to flossing. Not suitable for implants and braces.

Enjoy the cinnamon flavour

Made from four intertwined strands, it is a thick floss that increases surface area and fills the space between teeth.

It also contains a minimal amount of wax for a more natural experience. You can feel the difference in your hands and taste the cinnamon flavour in your mouth. Free of PFAS.



REDUCES PLAQUE
BY 70%



EXPANDS WHEN IN
CONTACT WITH
SALIVA



FOR WIDE INTERDENTAL
SPACES



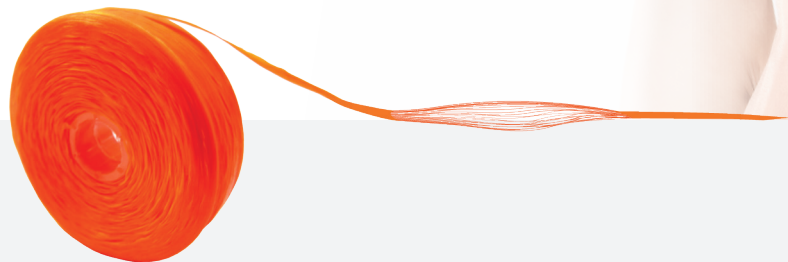
GREAT FRESH
CINNAMON TASTE



DENTAL FLOSS

Easy Tape

A waxed ribbon-like dental floss flavoured with mint or caipirinha.
Suited to interdental spaces of all sizes and ideal for flossing beginners.



Two refreshing
flavours:
CAIPIRINHA & MINT



Ribbon-like floss
effortlessly
glides between teeth



Conveniently packed
& economical



Lightly frays for
a better clean





EXPERT RANGE OF DENTAL FLOSSES SUPPORTS PERFECT ORAL CARE

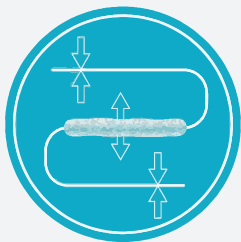
DENTAL FLOSS

▪ SuperSoft Floss

Pre-cut strands of highly specialised floss, with stiffened ends for threading and a spongy middle. Perfect for cleaning around and under **braces, bridges and implants**.



For bridges, braces
& implants



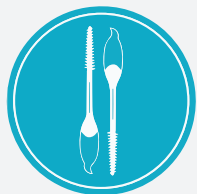
Thin ends for threading
& spongy middle
for flossing



Available in 50 pre-cut
strands



INTERDENTAL PICK STICKS



Double-ended: brush & pick



Flexible rubber pick for
easy reach of back molars



Use on-the-go



A WINNER BY NAME AND BY NATURE

THE BEST ELECTRIC TOOTHBRUSH OF 2021

MECHANICAL &
NON-CONTACT
CLEANING

HIGH FREQUENCY
& HIGH AMPLITUDE

ULTRASOFT
KONEX HD®
BRISTLES ARE
GENTLE ON GUM
TISSUE

LEADING BATTERY
LIFE WITH USB FOR
EASY CHARGING
ON-THE-GO

SWISS DESIGN
& QUALITY
ENGINEERING

SLEEK,
LIGHTWEIGHT &
ERGONOMIC
DESIGN

4 MODES:
SENSITIVE,
ACTIVE DEEP,
WHITENING
& YOGA
+ TRAVEL
LOCK

YOGA MODE
LOWERS BLOOD
PRESSURE,
RELIEVING
STRESS &
ANXIETY

The University of Basel, Switzerland proved the SG8's efficacy at reducing plaque via non-contact cleaning.

In clinical trials, 100% participants:

- Said the cleaning effect was better than their previous toothbrush
- Noticed an improvement in their personal oral hygiene
- Would recommend the SG8

The SG8 was shown by a study at the University of Regensburg, Germany to have 'clinically relevant' effects in lowering blood pressure during the 3 minutes spent brushing teeth.

Stiftung
Warentest

test



GUT (1,9)
Zahnreinigung: sehr gut (1,5)
Handhabung: gut (2,5)
Haltbarkeit, Umwelteigenschaften: gut (2,0)

Ausgabe 1/2019
www.test.de





WATER FLOSSERS

PORTABLE FLOSSERPIK

A compact and portable water flosser that still packs a punch.
Cordless and waterproof for time-saving convenience.

- Easier, quicker, and more effective than flossing
- Proven to significantly improve gingival health
- 6 mm reach into periodontal pockets



40-90 PSI

9 m

Irrigation Patterns



Portable



Versatile



Powerful



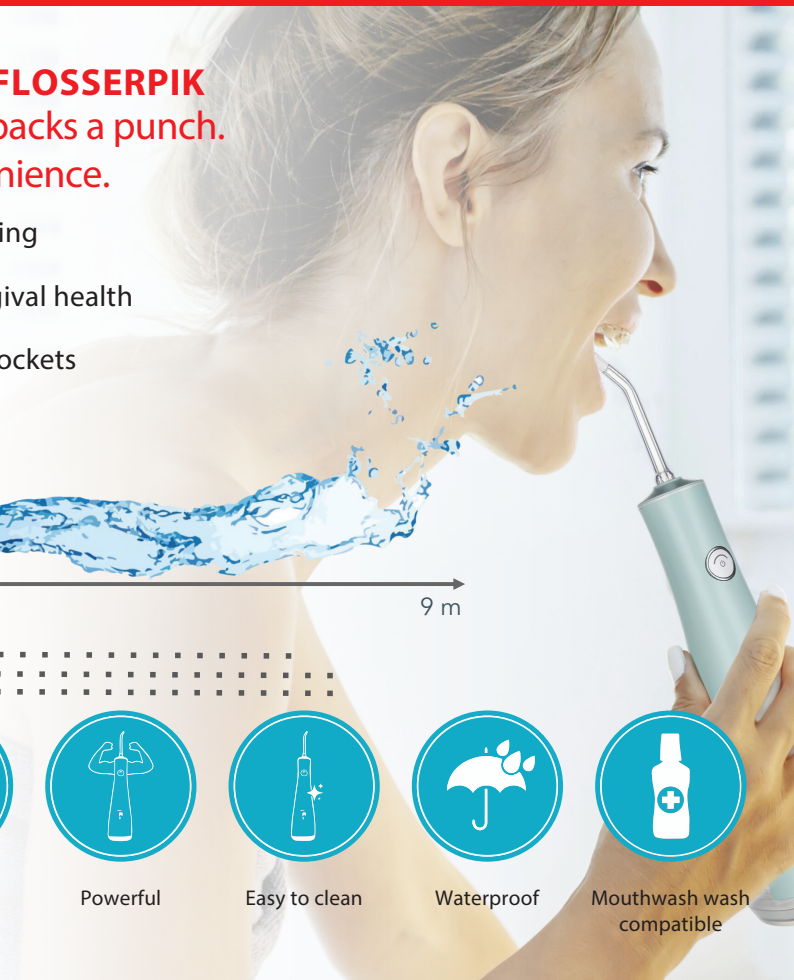
Easy to clean



Waterproof



Mouthwash wash compatible



ELECTRIC FLOSSERPIK

A unique combination of high-powered pulsating water flossing and specialist tips.
Quiet and powerful for ultimate oral care.



Four specialised tips



Dual action cleaning:
floss while brushing



Massage mode soothes
& revives gums



Thorough cleaning of
braces, implants
& bridges



TONGUE CLEANER

Tongue Cleaner is strong enough to remove bacteria, gentle enough to not cause damage and can clean your tongue in less than 10 seconds. Made of a lightly flexible material with rounded edges, it is comfortable, quick and easy to use.



Flexible design for easy reach
of the back tongue



Antibacterial material that's
reusable for one month



Rounded protrusion for
gentle cleaning



edel
white

the perfect swiss experience

SWISS⁺
DENTAL
EXPERTS

📍 Iraq - Baghdad

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