

DEENTHAL PRO |

PREMIUM SMILE CARE

- VALUE PROPOSAL -

PREMIUM SMILE CARE

HOW IS THE CUSTOMER?

- Looks for an innovative products approved by professionals
- Looks for products with a clear and transparent line, with healthy benefits and physically attractive
- Wants products that provide well-being and better life quality
- Is attracted to technology and product innovation
- Men and women > + 30 - 45
- Medium-high income

~~MARKETING STORIES~~

EXCLUSIVE STYLE

INTELLIGENT INNOVATIONS

SPECIALIST QUALITY

~~CONVENTIONAL PRODUCTS~~

DEENTHAL PRO |

Dental Pro is a technological brand of dental hygiene, made and recommended by the best dentists.



It offers an excellent and complete performance in the care of your teeth and mouth, at the same time that provides visible and visible results to the user.

ORAL HEALTH BEGINS BY USING ADEQUATE PRODUCTS

USE OF SPECIFIC AND SPECIALIZED INGREDIENTS, ACCORDING TO THE BENEFITS THAT THEY GRANT

BRAND DNA

HOW THE CUSTOMER PURCHASES?

- Is aware of product specifications and their benefits
- Is willing to pay a little more for a higher quality product
- It is oriented among the different types of products and benefits that these offer
- Gives more value to the products with a professional look that express tangible benefits and quick results
- Cares about the benefit of the products, their technology and the packaging style



DEENTHAL PRO |

COMMUNICATION AND IMAGE:

- Dental hygiene health specialists
- Clear and specific benefits
- Technological, professional and qualitative ingredients
- No marketing stories without foundations
- Aspiration: creative / intelligent

TECHNOLOGY:

- Use of specialized ingredients
- Specialized processes
- Proven clinical studies
- Qualitative benefits

DISPLAY:

- High quality packaging
- Tested benefits
- Proven quality
- Style, specialty

CLIENT APPROACH

TOOTHPASTE
**WHITER
SMILE**
WITH HYDROXYAPATITE



Whitening action

Helps reduce tartar and keep your teeth white

Protects against cavities and strengthens the enamel

Strengthens the gums

Helps keep teeth and gums in good condition

DEENTHAL PRO

Premium Smile Care

How does Hydroxyapatite work?

Natural component of your bones and teeth

- WHITENING: fills the irregular surfaces of the enamel, giving a more uniform and whiter tone
- PREVENTS CAVITIES: in combination with fluoride, remineralizes and gives resistance to enamel
- PROTECTIVE LAYER: helps to keep teeth in good condition and prevents from dental sensitivity



INGREDIENTS:

AQUA, SORBITOL, HYDRATED SILICA, POTASSIUM NITRATE, HYDROXYAPATITE, PEG-8, SODIUM LAURYL SULFATE, CELLULOSE GUM, SODIUM MONOFLUOROPHOSPHATE, AROMA, SODIUM SACCHARIN, SODIUM HYDROXYDE, SODIUM BENZOATE, TOCOPHERYL ACETATE, ZINC CITRATE, CETYLPYRIDINIUM CHLORIDE, CI 77891.

Available format: 75 ml – Only for adults
Folding box: silver foil, embossed and semi-glossy finish
Tube: ABL diameter 35, security aluminium seal
Cap: flat full diameter – stand up



MOUTHWASH
**WHITENING
ACTION**

**REINFORCES THE ENAMEL,
COMPLEMENTS THE BRUSHING
ACTION**

DEENTHAL PRO

Premium Smile Care

Whitening action

Mouthwash for daily use, which complements the action of whitening toothpaste.

It reaches spaces where the toothbrush does not reach and keeps the bleaching assets on the teeth for longer.

Removes stains without damaging the enamel of your teeth.

Protects against cavities

- Whitening action: Tetrapotassium Pyrophosphate
- Against cavities: Sodium Fluoride
- Antibacterial agent, prevents plaque, gingivitis and bad breath: Cetylpyridinium Chloride

Strengthens the enamel

Complements the
brushing action

INGREDIENTS:

AQUA, ALCOHOL DENAT, SORBITOL, PEG-40 HYDROGENATED CASTOR OIL, TETRAPOTASSIUM PYROPHOSPHATE, AROMA, CITRIC ACID, SODIUM BENZOATE, POTASSIUM ACESULFAME, CETYLPYRIDINIUM CHLORIDE, SODIUM FLUORIDE, SODIUM SACCHARIN, CI 42090.

Available format: 500 ml – Only for adults

Bottle: White PET

Tamper evidence cap + dosing cap

KIT INSTANT WHITENING KIT

6 SHADES WHITER IN JUST 15 MINUTES
CLINICALLY TESTED



DEENTHAL PRO |

Premium Smile Care

- Instant smile, whiter teeth from the very first use
- The kit allows you to whiten your teeth 6 shades in just a single application. Dental photodynamic bleach
- Instant results that you may obtain at home and at your ease
- Gums and enamel protected

Follow carefully the directions to whiten your teeth with a safe and effective cosmetic product.

Conforms to the European Directive 2011 / 84EU on the use and sale of tooth whitening or bleaching cosmetic products.

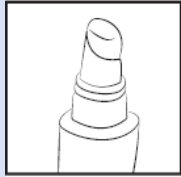
INGREDIENTS:

PRETREATMENT GEL: AQUA, GLYCERIN, ALCOHOL DENAT., SODIUM LAURYL SULFATE, CELLULOSE GUM, POLOXAMER 188, POLYSORBATE 20, POLOXAMER 407, AROMA, SODIUM CITRATE, CAFFEINE, MENTHOL, POTASSIUM ACESULFAME, SODIUM BENZOATE, SODIUM SACCHARIN, SUCRALOSE, CITRIC ACID, BHT, LIMONENE, CI 42090.

WHITENING GEL: GLYCERIN, PROPYLENE GLYCOL, CARBOMER, POTASSIUM ACESULFAME, MICA, MENTHOL, SODIUM CARBONATE PEROXIDE, TRIETHANOLAMINE, CI 77891.

PREVIOUS STEPS:

- Clean your teeth with your usual toothpaste
- Charge the fluorescent bite by placing it for at least 5 minutes under any type of light source (sun-rays are best)



Press gently the pre-treatment tube until the sponge tip is impregnated. Clean the teeth area to be treated (external front teeth) by using this sponge



Apply a thin layer of Instant Smile gel into the fluorescent bite. Position it on the boxes visible on the peripheral internal area along the entire perimeter



Fold up the bite and place it in your mouth by biting it gently. Tighten your lips to obtain a higher fluorescence in the dark

Leave it to act for approximately 15 minutes

Ideal for use when taking a shower because the heat increases its performance.

Effect duration 8-9 hours. 10 times kit

DEENTHAL PRO

Premium Smile Care



KIT CONTAINS:

Fluorescent bite

30ml whitening gel tube

15ml pre-treatment gel tube with a sponge tip

Precautions: Not suitable for children under 12 years, the treatment Works only on natural teeth. Do not abuse usage



TOOTHPASTE

ACTIVATED CHARCOAL

BLACK IS THE NEW WHITE



Premium Smile Care

With activated charcoal

Whitening effect

Protected gums

Fresh breath

How does activated charcoal work?

Activated charcoal removes stains caused by tea, coffee, wine, sauce etc. It protects the enamel giving a natural shine and also providing a fresh breath. A whiter, brighter and fresher smile



- Whitening action: Activated charcoal and Tetrapotassium Pyrophosphate
- Protects against cavities: Sodium Fluoride

INGREDIENTS:

AQUA, SORBITOL, HYDRATED SILICA, TETRAPOTASSIUM PYROPHOSPHATE, SODIUM LAURYL SULFATE, PEG-8, AROMA, DISODIUM PYROPHOSPHATE, CELLULOSE GUM, SODIUM FLUORIDE, SODIUM SACCHARIN, SODIUM BENZOATE, CHARCOAL POWDER, LIMONENE, CI 77268:1

Available format: 75 ml – Only for adults
 Folding box: silver foil, embossed and semi-glossy finish
 Tube: ABL diameter 35, security aluminium seal
 Cap: flat full diameter – stand up



MOUTHWASH

12h X-TREME FRESHNESS

LONG LASTING FRESH BREATH



Premium Smile Care

12 hours of long lasting intense freshness

Alcohol free

Anti-plaque

Fresh breath

Complements the brushing action

Mouthwash that fights bacterial plaque.

It guarantees an effective cleaning, removing the agents that cause bad breath.

In combination with its mint aroma, Deenthal Pro X-Treme Freshness mouthwash stops bad breath for 12 hours. Alcohol free

- Anti-plaque: Tetrapotassium Pyrophosphate
- Protects against cavities: Sodium Fluoride and Xylitol
- Antibacterial agent, prevents plaque, gingivitis and bad breath: Cetylpyridinium Chloride

INGREDIENTS:

AQUA, SORBITOL, HYDROGENATED STARCH HYDROLYSATE, PROPYLENE GLYCOL, PEG-40 HYDROGENATED CASTOR OIL, XYLITOL, AROMA, ZINC LACTATE, POTASSIUM ACESULFAME, CETYLPYRIDINIUM CHLORIDE, SODIUM FLUORIDE, CHLORHEXIDINE DIGLUCONATE, LACTIC ACID, SODIUM HYDROXIDE.

Available format: 250 ml – Only for adults
Bottle: White PET
Tamper evidence cap + dosing cap



TOOTHPASTE
BIO
NATURAL CARE

DEENTHAL PRO

Premium Smile Care

99% of the total ingredients
are from natural origin

Indicated for vegan people

Healthy gums

Fresh breath

Bio certified toothpaste (ECOCERT® Cosmos Organic formulas) with aloe vera, cleans teeth effectively taking care of your gums.

Indicated for vegan people

- Toned and healthy gums: Aloe vera
- Fresh breath: Menta piperita natural
- Natural sweetener: Stevia

INGREDIENTS:

SORBITOL, AQUA, HYDRATED SILICA, MENTHA PIPERITA LEAF WATER, ALOE BARBADENSIS LEAF JUICE, LAURYL GLUCOSIDE, XANTHAN GUM, AROMA, SODIUM FLUORIDE, SODIUM BENZOATE, STEVIA REBAUDIANA EXTRACT, CITRIC ACID, POTASSIUM SORBATE, LIMONENE, CI 77891.

Available format: 75 ml – Only for adults
Folding box: silver foil, embossed and semi-glossy finish
Tube: ABL diameter 35, security aluminium seal
Cap: flat full diameter – stand up



MOUTHWASH
BIO

COMPLEMENT NATURALLY THE BRUSHING ACTION



Premium Smile Care

99% of the total ingredients are from natural origin

Alcohol free

Protects against cavities and anti-plaque

Indicated for vegan people

Complements the brushing action

Mouthwash without alcohol and without fluoride which contains the benefits of chamomilla, aloe vera and stevia, helping to protect your teeth and gums. Indicated for vegan people and certified organic quality (ECOCERT® Cosmos Organic formulas)

- Prevents gum inflammation: Chamomilla
- Natural sweetener Stevia
- Healthy and healing gums:: Aloe vera
- Protects against cavities: Xylitol

INGREDIENTS:

AQUA, MENTA PIPERITA LEAF WATER, SORBITOL, XYLITOL, ALOE BARBADENSIS LEAF JUICE, SODIUM CITRATE, LEVULINIC ACID, AROMA, CHAMOMILLA RECUTITA FLOWER LEAF STEM WATER, SODIUM BENZOATE, SODIUM ANISATE, STEVIA REBAUDIANA EXTRACT, SODIUM LEVULINATE, POTASSIUM SORBATE, GLYCERIN, CITRIC ACID, LACTIC ACID.

Available format: 500 ml – Only for adults
Bottle: White PET
Tamper evidence cap + dosing cap

Thank you

DEENTHAL PRO |

Premium Smile Care



Your partner in Private Label
www.boniquet.com