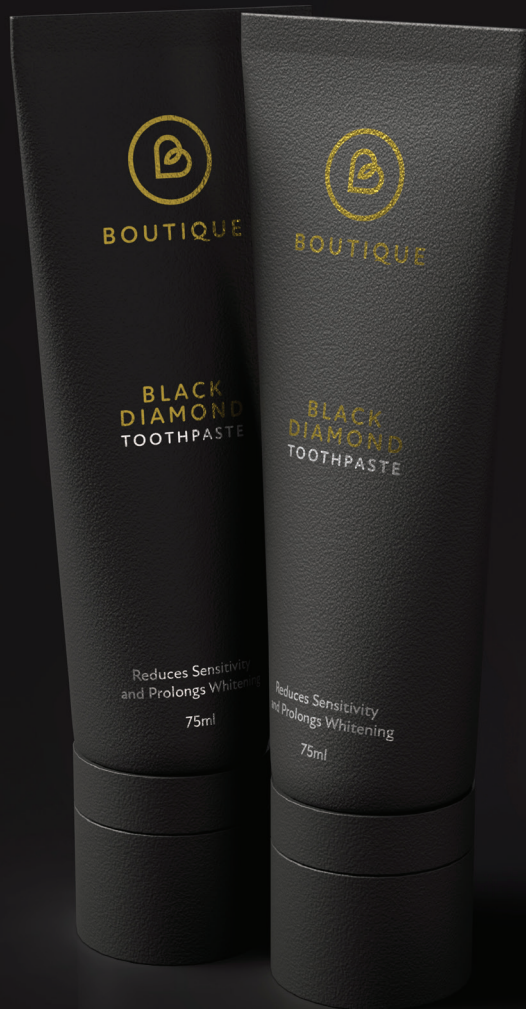




BOUTIQUE BLACK DIAMOND TOOTHPASTE

REDUCES SENSITIVITY AND PROLONGS WHITENING



BOUTIQUE
WHITENING

Boutique Black Diamond Revolutionary Technology

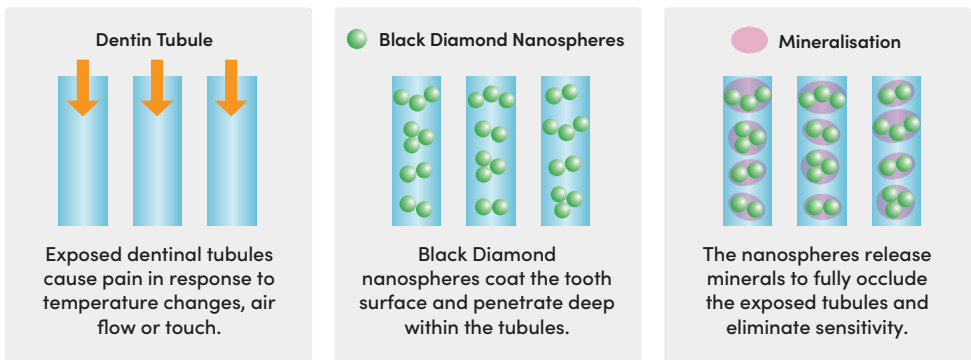
The patented Black Diamond Toothpaste is a revolutionary concept - formulated with innovative nanosphere technology.

Nanospheres consist of amorphous calcium magnesium phosphate nano particles.

The nanospheres in our toothpaste penetrate deep into the dentine and actively release minerals to occlude the tubules. This alleviates discomfort from dentine hypersensitivity.



Dentine Tubule Occlusion and Mineralization with Boutique Black Diamond



TREATMENT WITH BLACK DIAMOND

REMINERALISATION

Why is Boutique Black Diamond better than ALL other toothpastes?

Dentinal tubules are typically 1 to 2 μm in diameter.

Most bioglass products have an average particle size of 5 μm , so cannot penetrate into the tubules, and can only mineralise the tooth surface. This layer is highly susceptible to wear and erosion.

Black Diamond nanospheres have an average particle size of 0.3 μm , so can easily penetrate deep into the tubules. Intra-tubular mineralisation is less affected by wear and erosion.

Because of the smaller particle size, Black Diamond is less abrasive than products containing bioglass. Nano particles are more readily soluble, thereby increasing pH, and giving a sustained, but controlled release of minerals to strengthen the enamel layer.

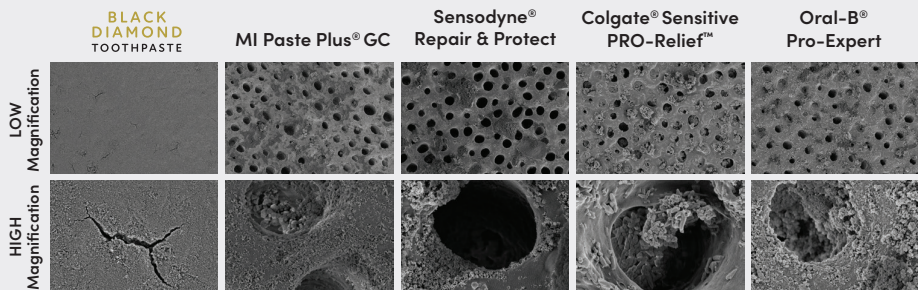
How to use Boutique Black Diamond Toothpaste

- Use morning and night for 2 weeks, prior to, and throughout, the teeth whitening process
- Boutique Black Diamond can be used in place of your normal toothpaste going forward
- You can buy Boutique Black Diamond Toothpaste from your dental practice



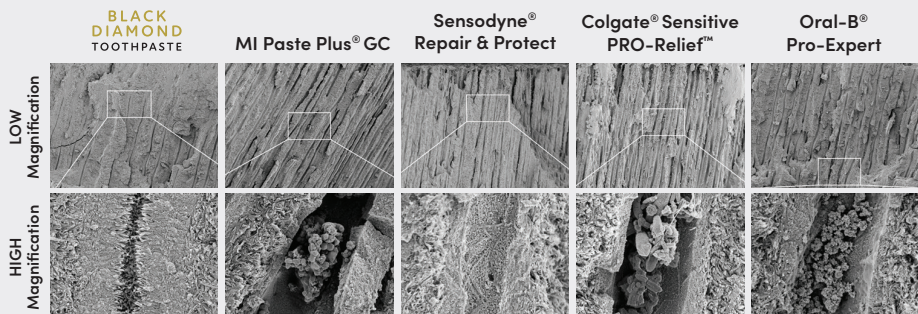
Evidence to show the effects of Boutique Black Diamond Toothpaste

Dentine Surface Comparison



Boutique Black Diamond occludes the tooth surface more effectively.

Dentine Cross-Section Comparison



Boutique Black Diamond offers more complete tubule occlusion. The formation of well-integrated and highly crystalline minerals deep inside the dentin tubules results in long-lasting protection against tooth sensitivity.

MI Paste Plus® with RECALDENT™ is a registered trademark of GC Corporation. Sensodyne® Repair & Protect toothpaste with NovaMin® is a registered trademark of GlaxoSmithKline. Colgate® Sensitive PRO-Relief® Pro-Argin™ formula is a registered trademark of Colgate-Palmolive Company. Oral-B® Pro-Expert toothpaste with Stannous Fluoride Complex is a registered trademark of Procter & Gamble.

1. Data on file: Psilox report R-1239.

2. Amorphous Calcium Magnesium Phosphate Particles for Treatment of Dentin Hypersensitivity: A Mode of Action Study, Camilla Berg, Erik Onosson, Håkan Engqvist, and Wei Xia, ACS Biomaterials Science & Engineering 2020, 6 (6), 3599–3607. DOI:10.1021/acsbomaterials.0c00262

3. Electron microscopy evaluation of mineralization on peritubular dentin with amorphous calcium magnesium phosphate microspheres, Camilla Berg, Erik Onosson, Lars Riekehr, Wei Xia, and Håkan Engqvist, Ceramics International 2020, 46 (11), 19469–19475. DOI: 10.1016/j.ceramint.2020.04.295