



# A PERFECT SMILE with SKLAER toothpastes



**SKLAER is the best contribution to the first impression.**

80% of people pay attention to a hair, meeting a person for the first time. Much more than on hair, clothes and a smell.

## SKLAER updated toothpastes are:



**A snow-white smile and self-confidence**

White Toothpaste



**Strong teeth and the opportunity to visit a dentist less frequently**

Protect Toothpaste

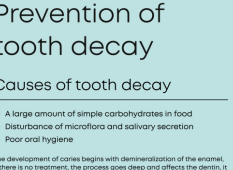


**Comfort and care for the most sensitive**

Sensitive Toothpaste

Classic minty flavor and aroma that freshens the breath.

Suitable for daily use from the age of 14 years.



## SKLAER Toothpastes Base:

### Gentle cleansing

Thanks to a safe abrasive complex, SKLAER toothpastes gently remove plaque without thinning enamel, bringing back the natural whiteness and shine of teeth.



#### Silica

is a mild abrasive that helps clean teeth without harming enamel.



#### Cocosulfate

an active ingredient that comes from coconut oil, helps remove tightly adhering deposits and also provides foaming action.

The abrasiveness index of SKLAER toothpastes is in the range of 50-100, so they suit for daily use.



## Prevention of tooth decay

### Causes of tooth decay

- A large amount of simple carbohydrates in food
- Disturbance of microflora and salivary secretion
- Poor oral hygiene

The development of caries begins with demineralization of the enamel. If there is no treatment, the process goes deep and affects the dentin, it is destroyed and a carious cavity is formed.



#### Sorbitol

- inhibits the reproduction of carious bacteria,
- normalizes the acidity of saliva after the meal,
- increases saliva production. Saliva, in turn, provides natural remineralization of the tooth enamel.



#### Xylitol

- kills harmful bacteria,
- normalizes saliva microflora,
- reduces the risk of carious foci and suspends the development of caries at the initial stage,
- strengthens the enamel.



## Safe formula without fluoride, SLS, parabens, colorants.

Toothpastes do not disrupt the natural microflora of the oral cavity, do not dry mucous membranes, do not cause irritation and overdose of fluoride.



## White

Whitening toothpaste

### Causes of the enamel yellowing



Smoking



Sugar and food colorings



Tea and coffee

## Active ingredients to clean and whiten tooth enamel



#### Mild abrasive complex

qualitatively cleans and prevents the formation of plaque, which changes the color of the enamel and is a breeding ground for carious bacteria.



#### Lemon extract

gently brightens the enamel.



#### Menthol

will keep your breath fresh for a longer period of time.



## Sensitive

Toothpaste for sensitive teeth and gums

### Possible sensitivity symptoms



Tooth reaction to hot, cold, sweet, sour etc.



Gum sensitivity when brushing, bleeding

## Active ingredients that reduce sensitivity and normalize oral health



#### Potassium nitrate

reduces tooth sensitivity.



#### Calendula extract

soothes and reduces bleeding gums.



#### Sage extract

has an astringent, anti-inflammatory effect, improves the condition of the gums.



#### Chamomile extract

has a healing effect and relieves pain.



## Dental caries development



1. Demineralization of the enamel



2. Initial stage of caries



3. Formation of a carious cavity

## Active ingredients for mineral recovery



#### Calcium pantothenate

enriches the teeth with essential calcium.



#### Hydroxyapatite

is a calcium apatite with a content of up to 96% in the tooth enamel. It remineralizes the enamel and repairs microscopic damage, preventing the development of caries.



#### Laminaria extract

saturates teeth and gums with micronutrients, strengthening enamel.

## How to brush your teeth properly

For at least 2 minutes.

Sweeping motions from the top edge of the gums to the edges of the teeth. Horizontal movements do not clean but drive plaque into the spaces between the teeth.

Twice a day in the morning and evening and after the meal.

Floss the spaces between your teeth daily before evening brushing.

Change your toothbrush every 3 months.



You can purchase products from the company's partners on the website [ng.nistar.com](http://ng.nistar.com) and in the NL Store stores.