

GCOOP

GCOOP
WHITE TOOTHPASTE



GCOOP



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Background

Due to COVID-19 and an aging population, dental products for oral hygiene and fresh breath have become popular.

From teeth whitening toothpaste to cavity prevention, odor removal, and gum disease prevention, all-in-one toothpastes are preferred.

We've formulated our product using 99.6% natural, organic ingredients to ensure it's gentle and completely fluoride-free. We've eliminated 16 harmful ingredients to make it safe for use.

By utilizing USDA organic ingredients such as green tea extract, licorice extract, aloe vera extract, and calendula extract, along with mineral-rich Himalayan pink salt and plant-based surfactants, we've created a mild toothpaste.

Our aim was to develop an affordable solution that would allow people to have a bright smile.



Product Introduction

+ **Uses** : Whitens Teeth, Removes Bad Breath, Cleans Teeth, Freshens the Mouth, Removes Plaque (anti-plaque).

+ **Product Type:** Over-The-Counter (OTC)

+ **Ingredients** : Water, Sorbitol, Glycerin, Hydrated Silica, Hydrogen Peroxide (35%), Stevia Rebaudiana Extract, Sodium Cocoyl Glutamate, Parfum, Xanthan Gum, Xylitol, Menthol, Tocopheryl Acetate, Cellulose Gum, Citric Acid, Sodium Chloride, Camellia Sinensis Leaf Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Sophora Flavescens Root Extract, Aloe Barbadensis Leaf Extract, Cnidium Officinale Rhizome Extract, Salvia Officinalis (Sage) Leaf Extract, Calendula Officinalis Flower Extract

+ **Net Wt.** : 100g (3.52 OZ.)

+ **Directions** : Apply to toothbrush and brush teeth thoroughly after meals or at least twice a day.



Product Features

1. Whitening Toothpaste (Korean Food and Drug Safety Administration [KFDA]-certified)



Contains 35% Hydrogen Peroxide

The toothpaste includes hydrogen peroxide, a chemical used for professional teeth whitening. It removes the discolored layer, helping whiten teeth.



Colloidal Silicon Dioxide

Helps remove plaque from the surface of the teeth.



Tocopheryl Acetate

Helps clean teeth and gums to support oral health.



Product Features

2. 3-STEP Whitening Care System



STEP 1

Cleans the Surface

Colloidal silicon dioxide removes the plaque on the surface and debris stuck between teeth.



STEP 2

Removes Discolor Layer

Oxygen bubbles from hydrogen peroxide reaction removes the discolored layer, restoring natural teeth color.



STEP 3

Tooth and Gum Care

Tocopheryl acetate coats the surface of the tooth and protects the tooth and gum from bacteria.



Product Features

3. **99.6%** Plant-derived and natural ingredients (Plant-based surfactant Coconut-derived ingredients)

Synthetic surfactants can cause excessive foam and strong irritation when brushing, which can worsen oral pain and gum diseases and dry out the mouth after brushing.

High-quality natural toothpaste that use plant-based surfactants produce adequate foam and do not alter taste perception.

In particular, sodium cocoyl glutamate derived from coconuts is known to be very safe.



Product Features

4. Free of 16 Harmful Ingredients

(Natural toothpaste provides a gentle cleaning experience and supports oral health)

NO Fluorine	NO CMIT	NO MIT	NO Methylparaben
NO Lead	NO Cadmium	NO Mercury	NO Arsenic
NO Butylparaben	NO Propylparaben	NO Ethylparaben	NO Triclosan
NO Antimony	NO Saccharine	NO SLS	NO SLES



Product Features

5. Benefits



Main Ingredients (Full List)

Product is made with 99.6% natural plant-based ingredients.

NO	Ingredient	Uses	Origin	Other
1	35% Hydrogen Peroxide	Teeth Whitening	Mineral	
2	Colloidal Silicon Dioxide	Cleans the surface of the teeth	Mineral (Sand)	
3	Tocopheryl Acetate	Helps to clean teeth and gums	Synthetic	Non-natural Ingredient. Not permitted to label functionality if natural
4	Himalayan Salt	Carefully Selected Ingredients	Mineral (Himalayan Salt)	Other Salt
5	Camellia Sinensis Leaf Extract (USDA Organic)		Green Tea	USDA Organic
6	Glycyrrhiza Glabra (Licorice) Root Extract (USDA Organic)		Licorice	USDA Organic
7	Aloe Barbadensis Leaf Extract (USDA Organic)		Aloe	USDA Organic
8	Calendula Officinalis Flower Extract (USDA Organic)		Calendula	USDA Organic
9	Sophora Flavescens Root Extract		Sophora Flavescens	
10	Cnidium Officinale Rhizome Extract		Cnidium Officinale Rhizome	
11	Salvia Officinalis (Sage) Leaf Extract		Sage	
12	Sodium Cocoyl Glutamate	Foaming Agent	Palm Oil	Plant Based Surfactant
13	Parfum	Adds Fragrance	Lemon, Mint	
14	Xylitol		Birch Tree	Natural Fragrance
15	Menthol		Mint	
16	Stevia Rebaudiana Extract	Adds Flavor	Stevia Leaf	
17	Xanthan Gum	Maintains Viscosity	Carbohydrates	
18	Cellulose Gum		Cotton, Trees	
19	Sorbitol	Maintains Formulation	Corn	
20	Glycerin	Prevents Hardening	Palm Oil	
21	Citric Acid	Controls pH	Synthetic	



Main Ingredients

Contains Camellia Sinensis Leaf Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Aloe Barbadensis Leaf Extract, and Calendula Officinalis Flower Extract.



Himalayan Pink Salt

Unrefined Himalayan Pink Salt, contains 96% or more Sodium Chloride and other minerals that help to support dental health.

Camellia Sinensis Leaf Extract (USDA Organic)

Green Tea helps to support dental health.



Glycyrrhiza Glabra (Licorice) Root Extract (USDA Organic)

Licorice helps to clean the surface of the teeth and keep teeth clean.



*Description limited to raw ingredients

Main Ingredients

Aloe Barbadensis Leaf Extract (USDA Organic)

Aloe helps to clean and support healthy teeth and gums.



Calendula Officinalis Flower Extract (USDA Organic)



Sophora Flavescens Root Extract

Sophora Flavescens Root helps to clean teeth and gums.



Cnidium Officinale Rhizome Extract

Cnidium Officinale Rhizome can help to clean the surface of the teeth.



*Description limited to raw ingredients



Main Ingredients

Salvia Officinalis (Sage) Leaf Extract

Sage can help to support healthy looking gums



Xylitol

in 1975, Finnish biochemist, Dr. Kauko Makinen, reported that Xylitol, a natural flavoring/fragrance also helps to clean the teeth.



Parfum (lemon, mint)

Fresh lemon and mint scent!



*Description limited to raw ingredients



Recommended for



- Those who want to whiten their teeth
- Those concerned with teeth discoloration
- Those who want an affordable whitening toothpaste
- Those that want to have a bright smile
- Those concerned with bad breath
- Those that want a gentler whitening toothpaste



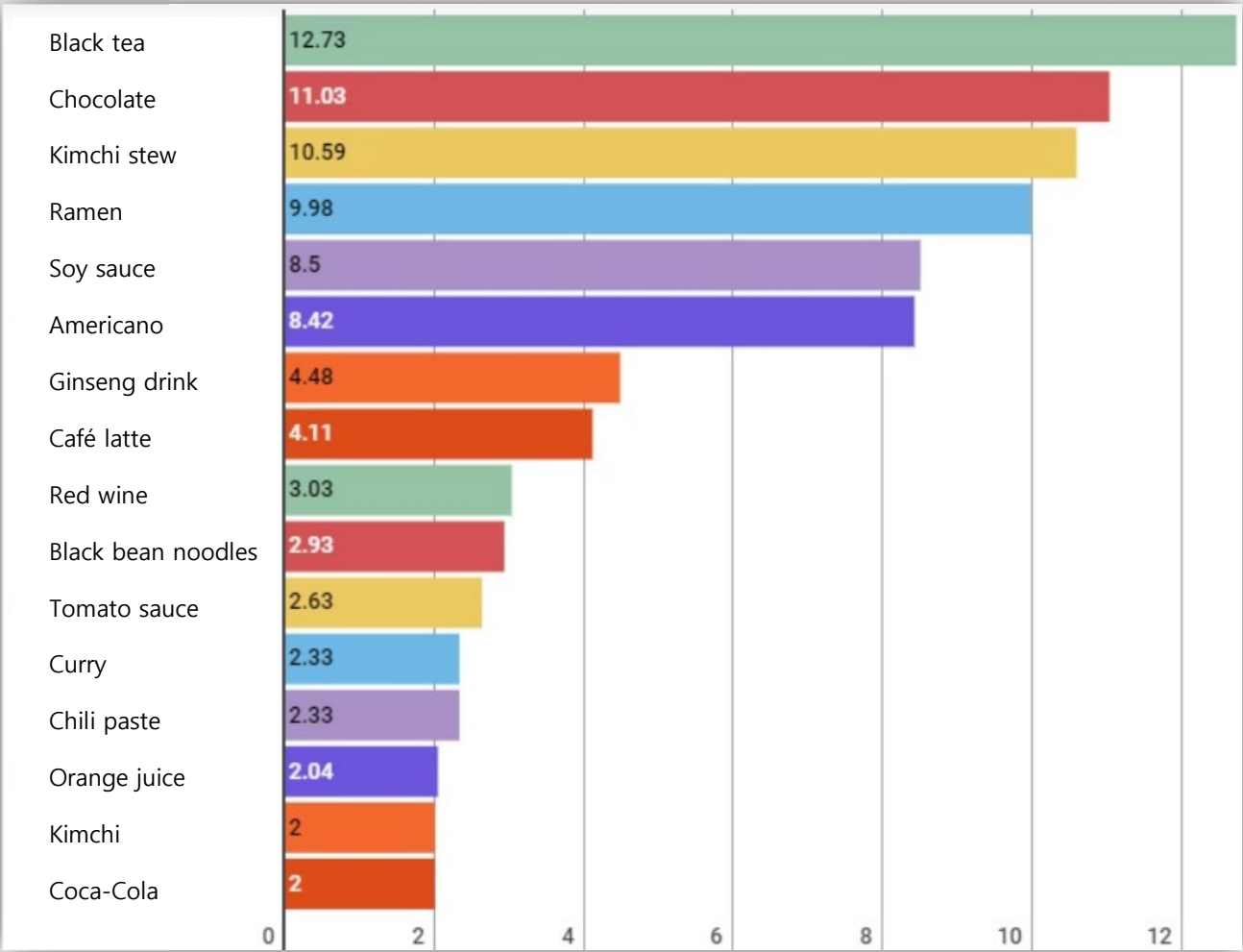
Oral Health – Teeth Discoloration

A team of researchers from Kyung Hee University School of Dentistry tested how much the foods listed on the right stained (caused staining) teeth.

The results showed that black tea had the highest relative average staining index, with chocolate coming in second. Kimchi stew and ramen also made the list.

Coca-Cola and kimchi, on the other hand, caused relatively little tooth discoloration.

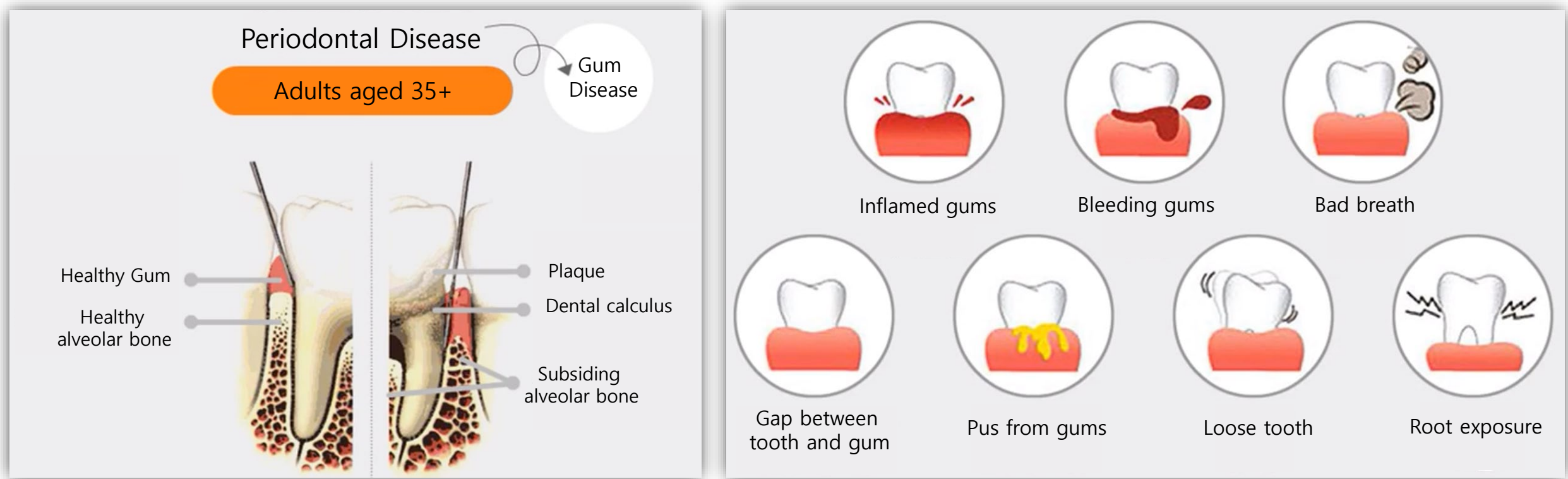
[Food Stain Index Results Reports] – Source: KBS NEWS



Oral Health – Oral Diseases

Periodontal Disease

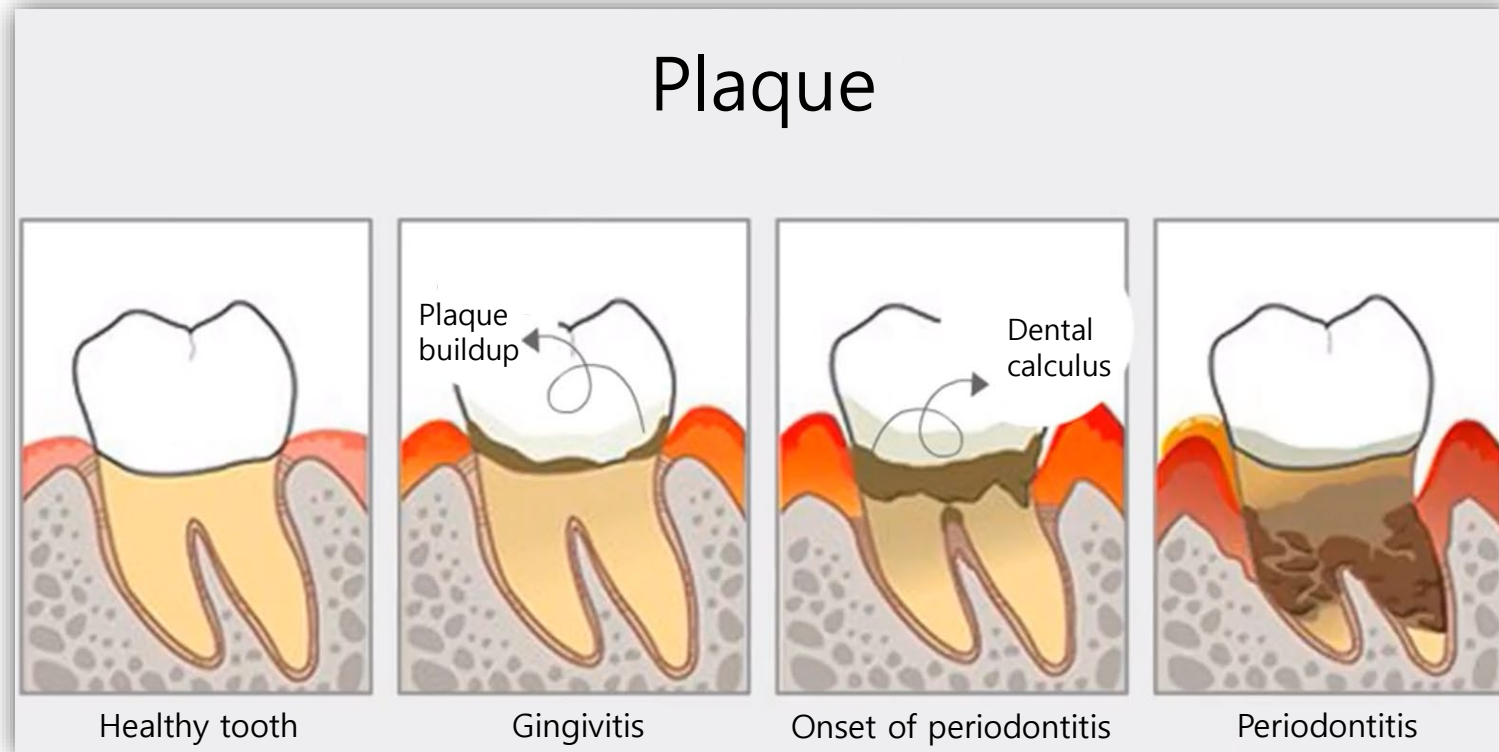
Periodontal disease is a chronic inflammatory disease that destroys the tissues around the teeth, including the gums and gum bone. Periodontal disease typically affects adults over the age of 35, and once it starts, it is difficult to reverse. The main cause of periodontal disease is plaque buildup, which leads to gingivitis, which leads to tartar, which leads to periodontal disease.



Oral Health – Oral Diseases

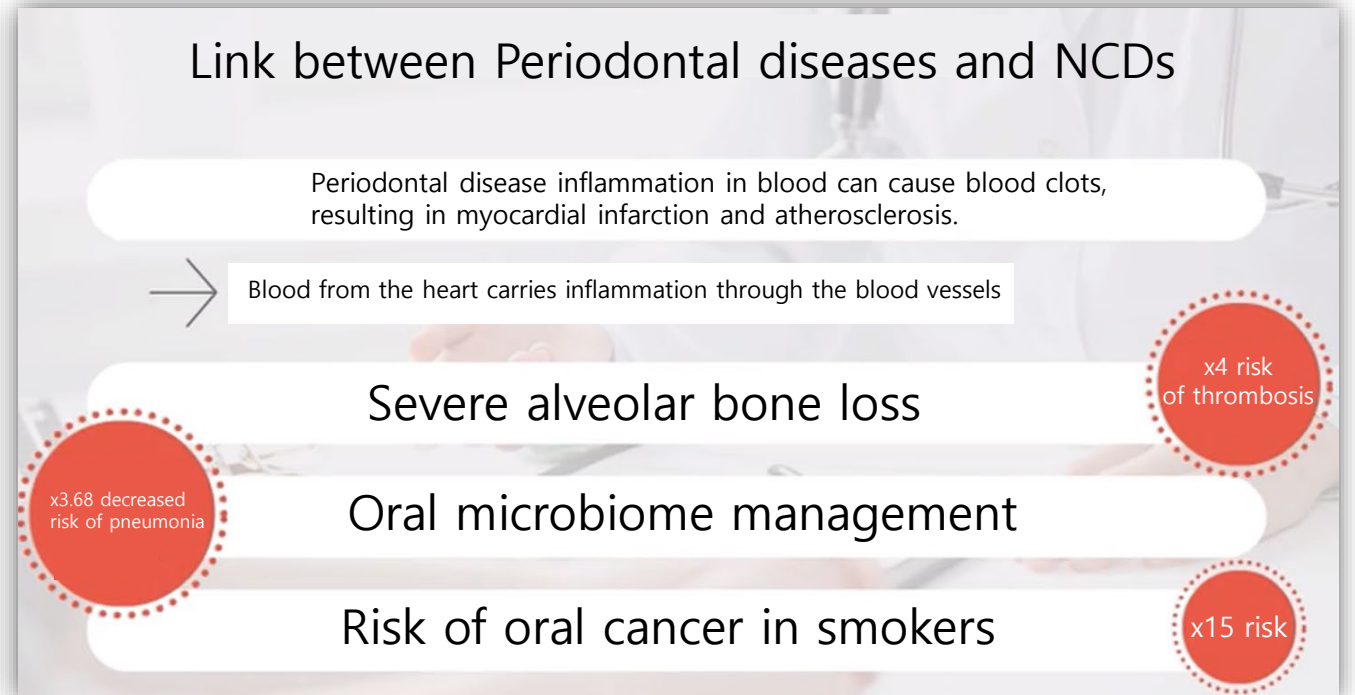
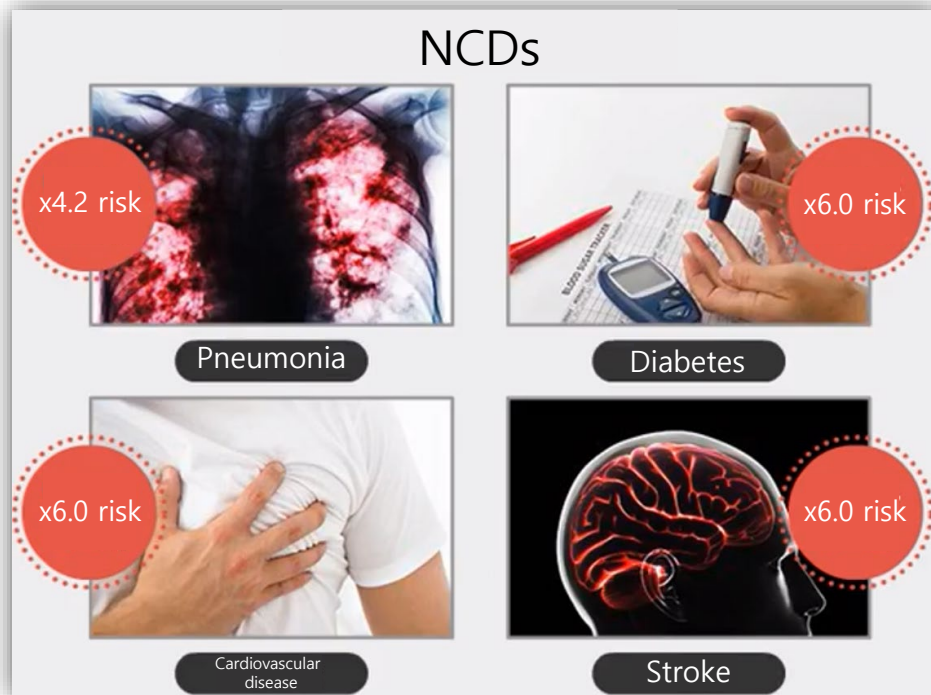
Effects of Plaque

Plaque that build up on healthy teeth can cause gingivitis if not removed. When enough plaque builds up it becomes dental calculus. The calculus makes it easier for plaque to stick to the teeth. If the buildup continues, it can lead to periodontitis, which weakens the teeth and gums, causing the teeth to fall out. For this reason, plaque control is the first goal of oral care.



Oral Health – Oral Diseases

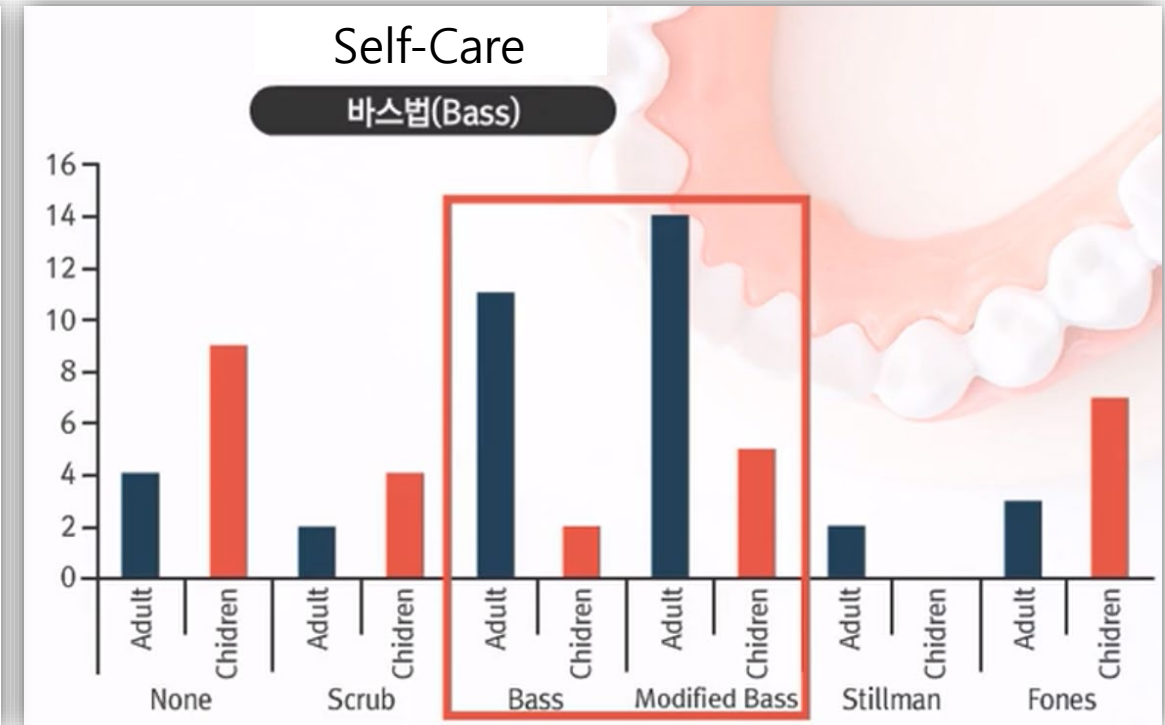
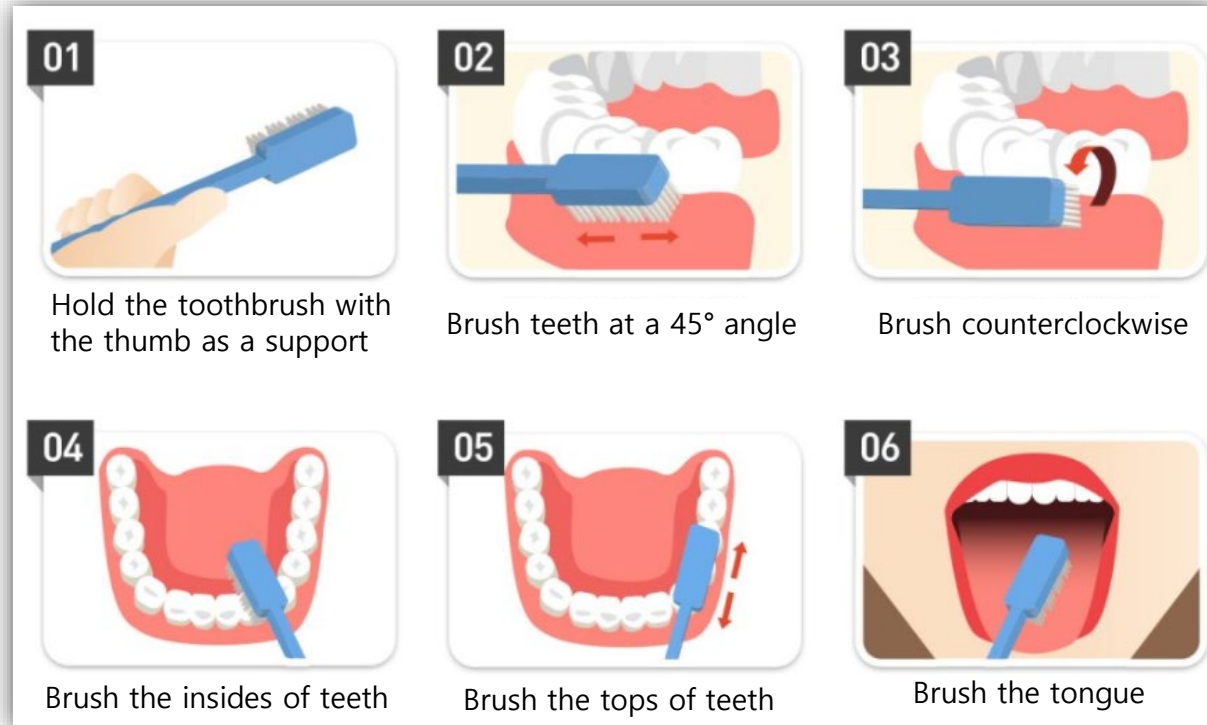
Smoking, alcohol use, stress, lack of exercise, obesity, high cholesterol, poor diet can increase the risk of periodontal diseases. Periodontal diseases can increase the risk of chronic diseases (non-communicable diseases NCDs).



Oral Health – Self-Care

Self-Dental Care

1. Pay attention to the nooks and crannies between teeth and gums where plaque can build up
2. Rinse the mouth with water even after light snacks
3. Combine oral care products (floss, interdental brush)
4. Bass method – Brushing the teeth as if massaging the gums to help prevent gum disease



Reference

+ USDA Organic Certification

시험성적서

Certificate of Analysis

(주)루바마바이옴
경기도 성남시 중원구 갈매치로 302, A-1301, 1302호(상대형동)
Tel : 82-31-750-0906 / Fax : 82-502-750-5060
web : www.luvama.co.kr / e-mail : kjchang@luvama.co.kr

Luvamabiolab

주식회사 루바마바이옴

제품명 : 유기농 스펜디안뿌리 추출물 (Organic Glycyrrhiza Glabra (Licorice) Root Extract)

INCI NAME : Glycyrrhiza Glabra (Licorice) Root Extract (Water, Glycerin, Glycyrrhiza Glabra (Licorice) Root), Zanthoxylum Piperitum Fruit Extract/ Pulsatilla Koreana Extract/ Usnea Barbata (Lichen) Extract

제조번호(Lot No) : 20E-058

시험항목	규격값	결과	비고
1. 색상	갈색의 액, 특이취 (없음)	확인	
2. pH	5.00 ± 1.0	5.05	
3. 굴절율	1.33~1.40	1.335	
4. 비중	0.95~1.06	1.002	
5. 미생물시험	100colony/g max. Lead : 20ppm max. Argenic : 2ppm max.	검출없음	
6. 중금속		검출없음	

참고사항
1. 1~20℃ 이하에서 밀봉·냉장보관하십시오.
2. 합성용매를 사용하지 않은 식물추출물로 유효성분들이 풍부하여 첨가물이 생길 수 있으나, 품질에는 문제가 없으니 혼용하여 사용하기 바랍니다.

제조일자: 2020.05.07

Luvamabiolab

주식회사 루바마바이옴

담당자

품질부서책임자

USDA Organic

유기농인증 획득

Certified Organic by CU

CU827185

별지 GMP-14-02-00호 서식

주식회사 루바마바이옴

Glycyrrhiza Glabra Root Extract

시험성적서

Certificate of Analysis

(주)루바마바이옴
경기도 성남시 중원구 갈매치로 302, A-1301, 1302호(상대형동)
Tel : 82-31-750-0906 / Fax : 82-502-750-5060
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Luvamabiolab

주식회사 루바마바이옴

제품명 : 유기농 녹차추출물 (Organic Camellia sinensis Leaf Extract)

INCI NAME : Camellia sinensis Leaf Extract (Water, Glycerin, Camellia sinensis Leaf), Zanthoxylum Piperitum Fruit Extract/ Pulsatilla Koreana Extract/ Usnea Barbata (Lichen) Extract

제조번호(Lot No) : 20A-030

시험항목	규격값	결과	비고
1. 색상	얇은 황갈색의 액, 특이취	확인	
2. pH	5.0 ± 1.0	4.71	
3. 굴절율	1.33~1.40	1.337	
4. 비중	0.95~1.06	1.002	
5. 미생물시험	100colony/g max. Lead : 20ppm max. Argenic : 2ppm max.	검출없음	
6. 중금속		검출없음	

참고사항
1. 1~20℃ 이하에서 밀봉·냉장보관 하십시오.
2. 합성용매를 사용하지 않은 식물추출물로 유효성분들이 풍부하여 첨가물이 생길 수 있으나, 품질에는 문제가 없으니 혼용하여 사용하기 바랍니다.

제조일자: 2020.01.28
유통기한: 제조일로부터 1년

Luvamabiolab

주식회사 루바마바이옴

담당자

품질부서책임자

USDA Organic

유기농인증 획득

Certified Organic by CU

CU827185

별지 GMP-14-02-00호 서식

주식회사 루바마바이옴

Camellia Sinensis Extract

시험성적서

Certificate of Analysis

(주)루바마바이옴
경기도 성남시 중원구 갈매치로 302, A-1301, 1302호(상대형동)
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web : www.luvama.co.kr / e-mail : kjchang@luvama.co.kr

Luvamabiolab

주식회사 루바마바이옴

제품명 : 유기농 프랑마리골드꽃 추출물 (Organic Calendula Officinalis Flower Extract)

INCI NAME : Calendula Officinalis Flower Extract (Water, Glycerin, Calendula Officinalis Flower), Zanthoxylum Piperitum Fruit Extract/ Pulsatilla Koreana Extract/ Usnea Barbata (Lichen) Extract

제조번호(Lot No) : 20E-001

시험항목	규격값	결과	비고
1. 색상	얇은 황갈색의 액, 특이취	확인	
2. pH	5.00 ± 1.0	4.15	
3. 굴절율	1.33~1.40	1.335	
4. 비중	0.95~1.06	1.002	
5. 미생물시험	100colony/g max. Lead : 20ppm max. Argenic : 2ppm max.	검출없음	
6. 중금속		검출없음	

참고사항
1. 1~20℃ 이하에서 밀봉·냉장보관 하십시오.
2. 합성용매를 사용하지 않은 식물추출물로 유효성분들이 풍부하여 첨가물이 생길 수 있으나, 품질에는 문제가 없으니 혼용하여 사용하기 바랍니다.

제조일자: 2020.05.07

Luvamabiolab

주식회사 루바마바이옴

담당자

품질부서책임자

USDA Organic

유기농인증 획득

Certified Organic by CU

CU827185

별지 GMP-14-02-00호 서식

주식회사 루바마바이옴

Calendula Officinalis Flower Extract

시험성적서

Certificate of Analysis

(주)루바마바이옴 / 경기도 성남시 중원구 갈매치로 302, A-1301, 1302호(상대형동)
Tel. 031-750-0906, Fax, 0502-750-5060 http://www.luvama.co.kr

Luvamabiolab

주식회사 루바마바이옴

제품명 : 유기농 알로에베라잎 추출물 (Organic Aloe Barbadosis Leaf Extract)

INCI NAME : Aloe Barbadosis Leaf Extract(Aloe Barbadosis Leaf , Water, Glycerin), Zanthoxylum Piperitum Fruit Extract/ Pulsatilla Koreana Extract/ Usnea Barbata (Lichen) Extract

제조번호(Lot No) : 19H-014

시험항목	규격값	결과	비고
1. 색상	연갈색의 액, 특이취	확인	
2. pH	5.0 ± 1.0	5.12	
3. 굴절율	1.33~1.40	1.335	
4. 비중	0.95~1.06	1.002	
5. 미생물시험	100colony/g max. Lead : 20ppm max. Argenic : 2ppm max.	검출없음	
6. 중금속		검출없음	

참고사항
1. 1~20℃ 이하에서 밀봉·냉장보관 하십시오.
2. 합성용매를 사용하지 않은 식물추출물로 유효성분들이 풍부하여 첨가물이 생길 수 있으나, 품질에는 문제가 없으니 혼용하여 사용하기 바랍니다.

제조일자: 2019.08.23
유통기한: 제조일로부터 1년

Luvamabiolab

주식회사 루바마바이옴

담당자

품질부서책임자

USDA Organic

유기농인증 획득

Certified Organic by CU

CU827185

별지 GMP-14-02-00호 서식

주식회사 루바마바이옴

Aloe Extract

Reference

+ Harmful Ingredient Test Report (free of 14 harmful ingredients including fluoride)

+ White Toothpaste Manufacture Process Report (no synthetic surfactants SLS, SLES free)

KOTITI 시험연구원

인류의 안전을 추구하고 미래기술을 선도하는 글로벌 비즈니스 파트너
Global Business Partner for Human Safety and Future Technology

시험 성적서

접수번호 : 8220-1509-100856-001

발급번호 : 3418615325

접수일자 : 2020년 05월 25일

발급일자 : 2020년 06월 22일

시험명	지름 화이트 치약	검사목적	연구/참고/기타		
제조번호	-	제조일자	2020년 05월 18일		
중량/용량	130 g	유통(품질유지)기한	-		
업체명	제너럴바이오(주)	대표자	서정훈		
소재지	전라북도 남원시 송동면 용두산로 254 (신항리)	전화번호	070-4802-9232		
시험 항목 및 결과					
시험항목	시험기준	단위	결과	R.L	비고
메칠파라벤	-	µg/g	불검출	5	In House Method (HPLC-DAD)
에칠파라벤	-	µg/g	불검출	5	In House Method (HPLC-DAD)
프로필파라벤	-	µg/g	불검출	5	In House Method (HPLC-DAD)
부틸파라벤	-	µg/g	불검출	5	In House Method (HPLC-DAD)
메칠이소치아졸리논(MIT)	-	µg/g	불검출	5	In House Method (HPLC-DAD)
클로로메칠이소치아졸리논(CMIT)	-	µg/g	불검출	5	In House Method (HPLC-DAD)

* R.L. : Reporting Limit

시험검사자 : 권수지, 유자은, 김하은

기술책임자 : 황만식

본 시험성적서는 「식품의약품분야 시험·검사 항목만을 대상으로 한 것입니다.

※ 지면이 부족한 경우 시험·검사 항목 및 결과란은 별지로 작성 가능합니다.

※ 검사결과를 광고하거나 용기·포장 등에 표시할 때에는 시험·검사성적서 전체 내용을 모두 표시하여야 합니다.

본 시험성적서는 「식품의약품분야 시험·검사 등에 관한 법률」에 따른 업무와 관련이 없으며, 이로 인한 법적 분쟁시 식품의약품안전처와 관련이 없음을 밝힙니다.

(사)KOTITI시험연구원

KOTITI 시험연구원

인류의 안전을 추구하고 미래기술을 선도하는 글로벌 비즈니스 파트너
Global Business Partner for Human Safety and Future Technology

시험 성적서

접수번호 : 8220-1509-100856-001

발급번호 : 3418615325

접수일자 : 2020년 05월 25일

발급일자 : 2020년 06월 22일

시험 항목 및 결과					
시험항목	시험기준	단위	결과	R.L	비고
트리클로산	-	µg/g	불검출	5	In House Method (HPLC-DAD)
중금속(납)	-	µg/g	불검출	1	In House Method (ICP-MS)
중금속(비소)	-	µg/g	불검출	1	In House Method (ICP-MS)
중금속(안티몬)	-	µg/g	불검출	1	In House Method (ICP-MS)
중금속(카드뮴)	-	µg/g	불검출	1	In House Method (ICP-MS)
중금속(수은)	-	µg/g	불검출	1	In House Method (ICP-MS)
사카린	-	µg/g	불검출	5	In House Method (HPLC-DAD)
불소	-	µg/g	불검출	30	In House Method (불소이온검출기)

* R.L. : Reporting Limit

시험검사자 : 권수지, 유자은, 김하은

기술책임자 : 황만식

본 시험성적서는 「식품의약품분야 시험·검사 항목만을 대상으로 한 것입니다.

※ 지면이 부족한 경우 시험·검사 항목 및 결과란은 별지로 작성 가능합니다.

※ 검사결과를 광고하거나 용기·포장 등에 표시할 때에는 시험·검사성적서 전체 내용을 모두 표시하여야 합니다.

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(사)KOTITI시험연구원