

GCOOP

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WHITE TOOTHPASTE



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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

Ethylpalaben

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



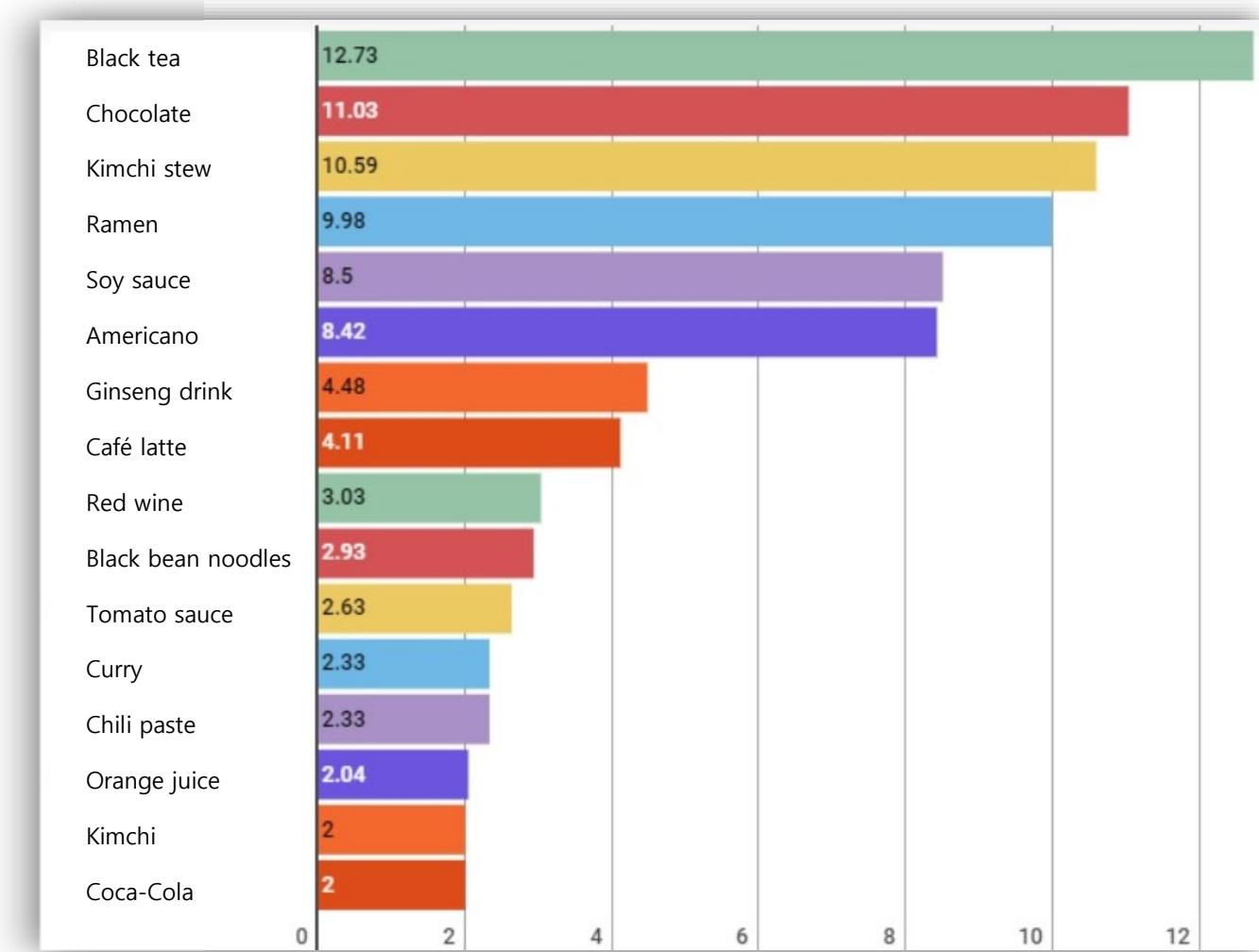
Oral Health – Teeth Discoloration

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.

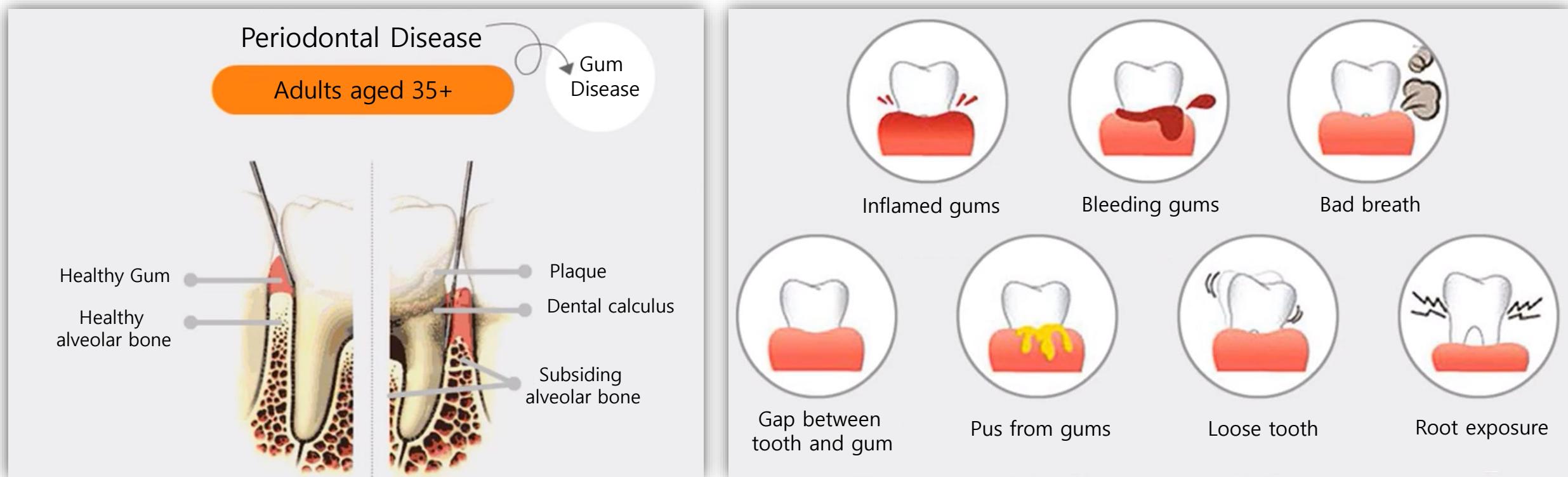
[Food Stain Index Results Reports] – Source: KBS NEWS



Oral Health – Oral Diseases

Periodontal Disease

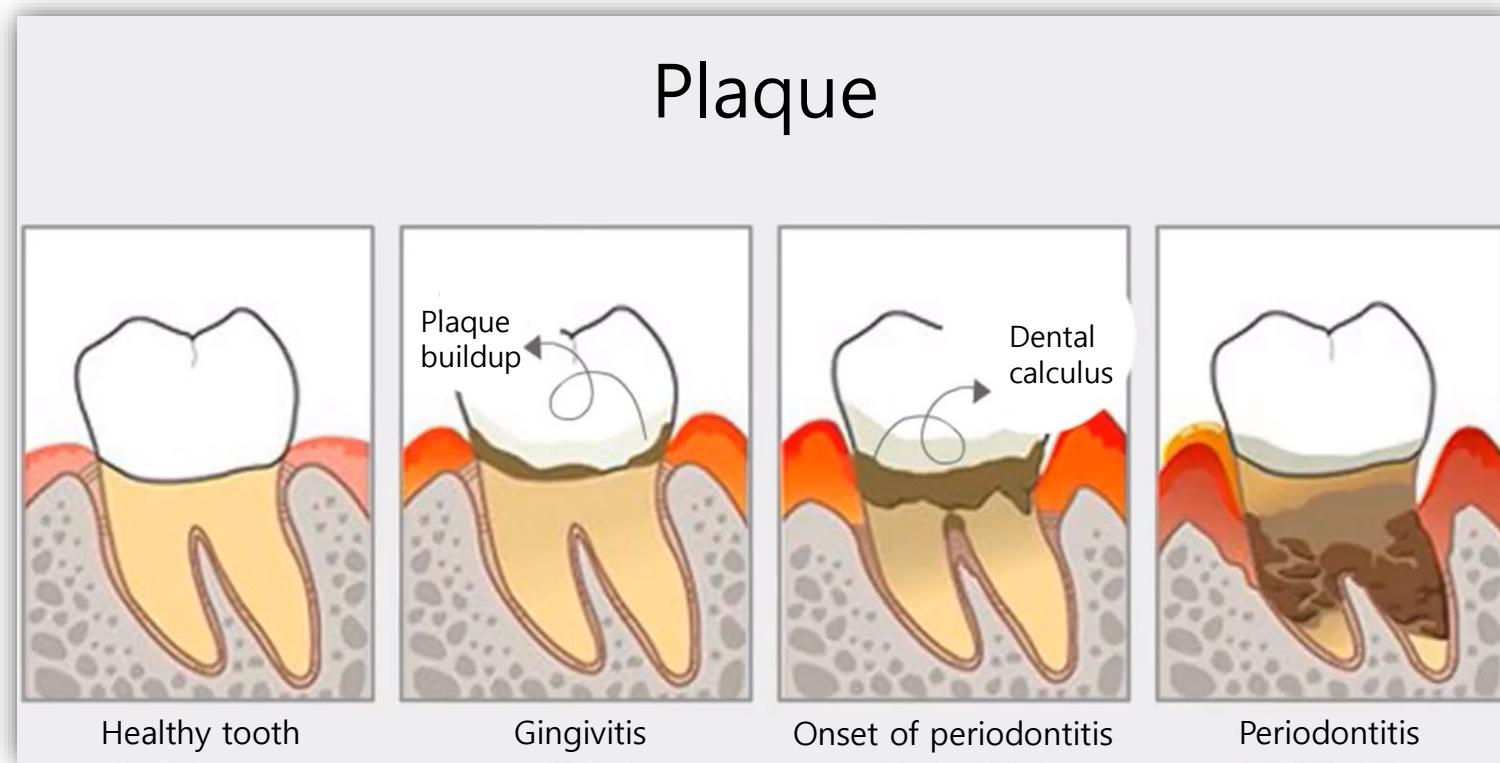
Periodontal disease is a chronic inflammatory disease that destroys the tissues around the teeth, including the gums and gum bone. Periodontal disease typically affects adults over the age of 35, and once it starts, it is difficult to reverse. The main cause of periodontal disease is plaque buildup,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



Oral Health – Oral Diseases

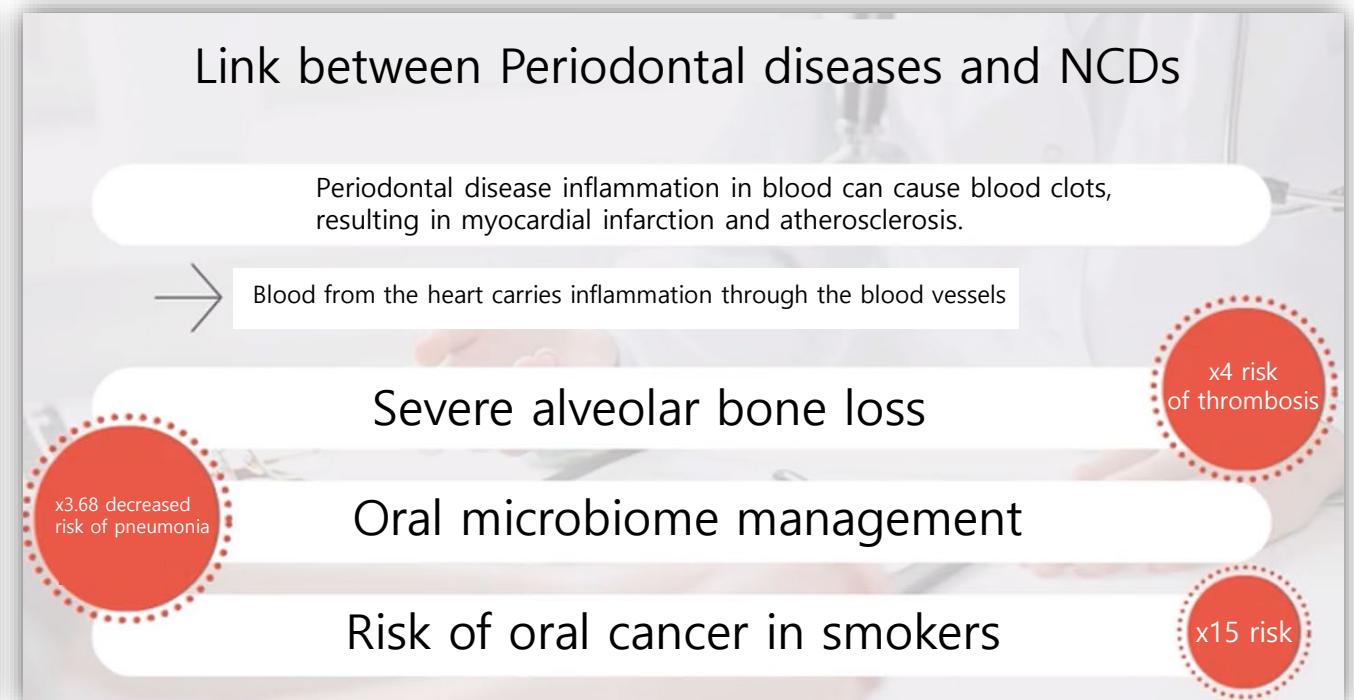
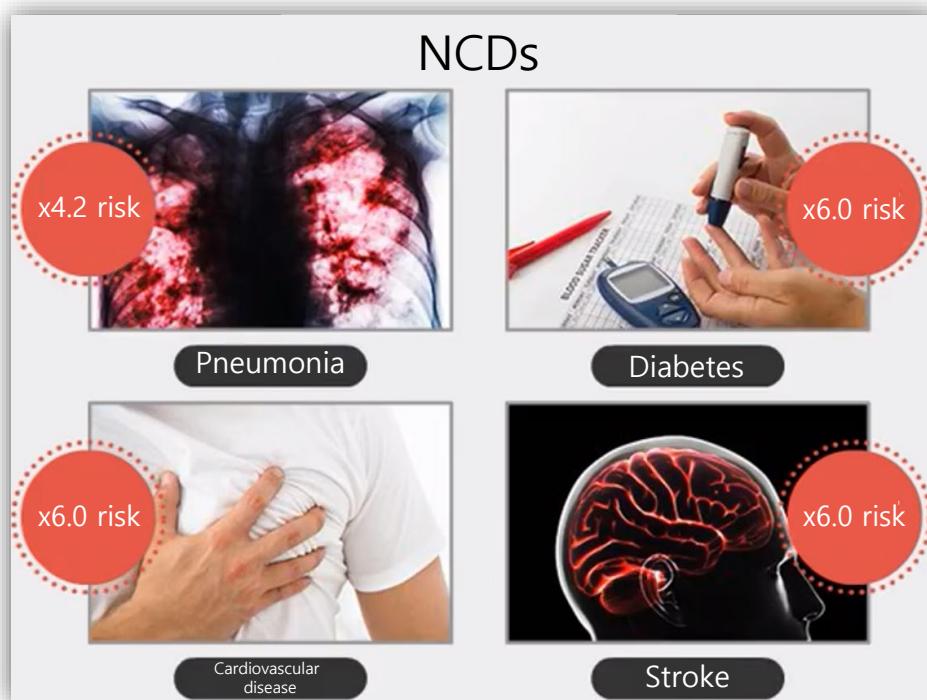
Effects of Plaque

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

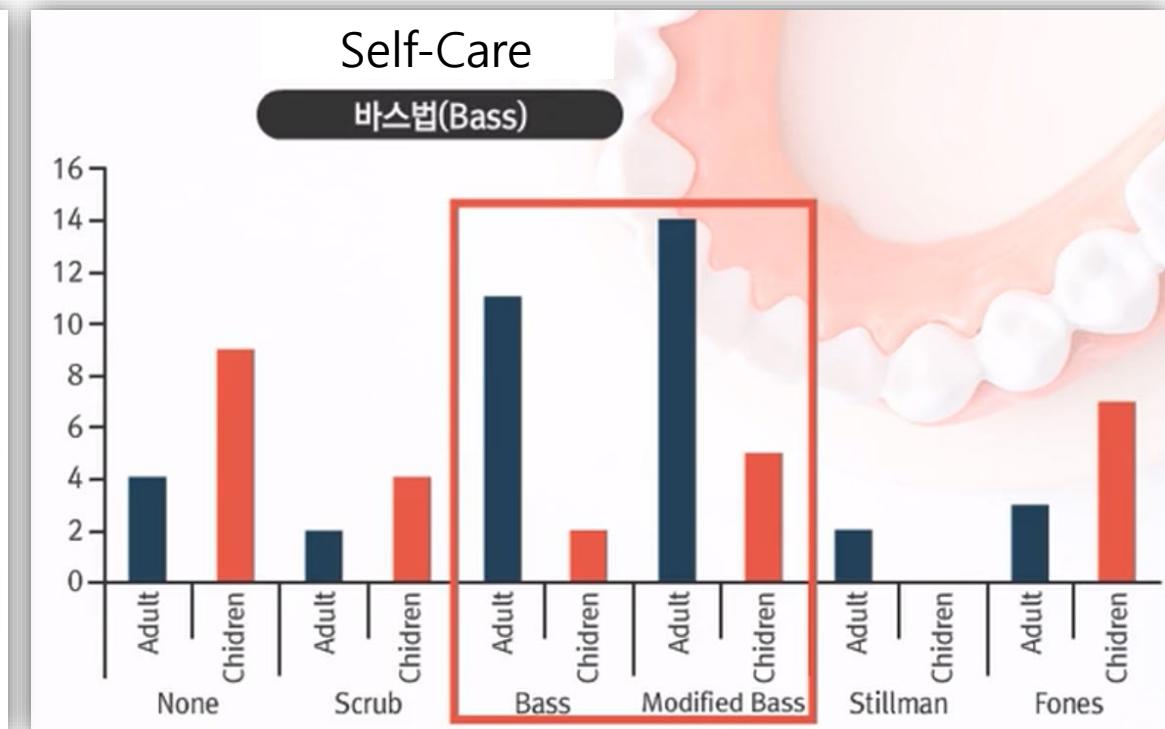
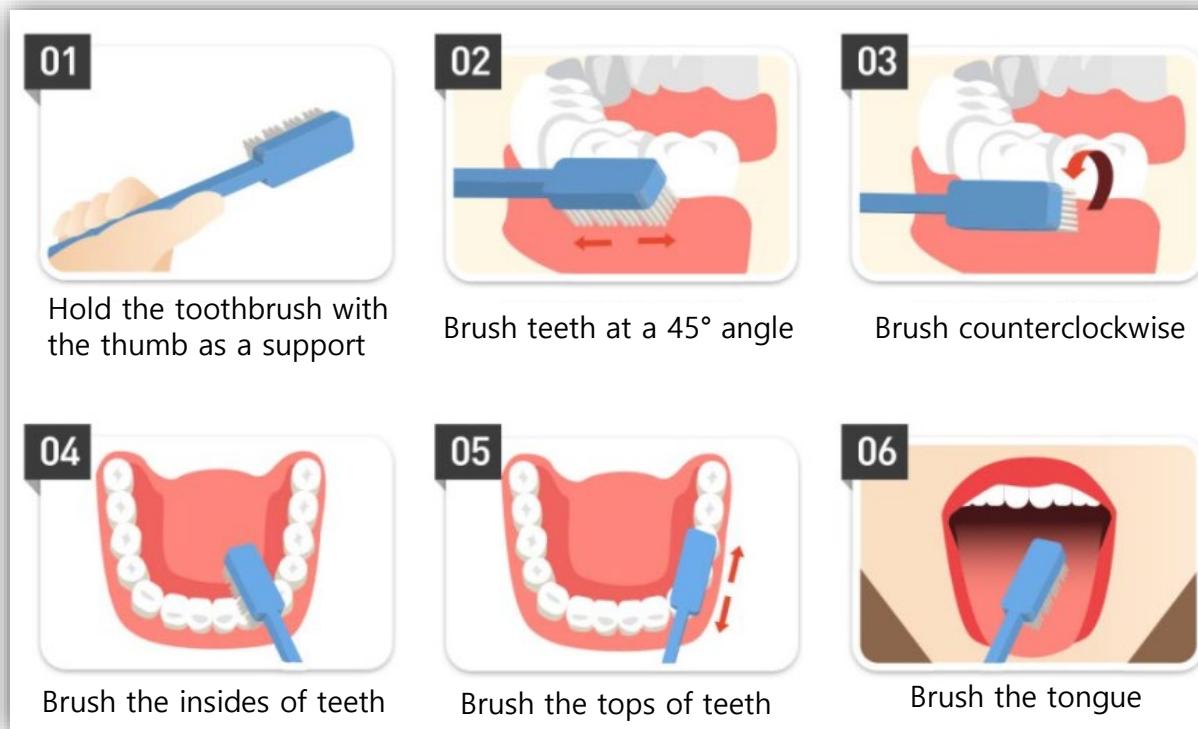
Smoking, alcohol use, stress, lack of exercise, obesity, high cholesterol, poor diet can increase the risk of periodontal diseases. Periodontal diseases can increase the risk of chronic diseases (non-communicable diseases NCDs).



Oral Health – Self-Care

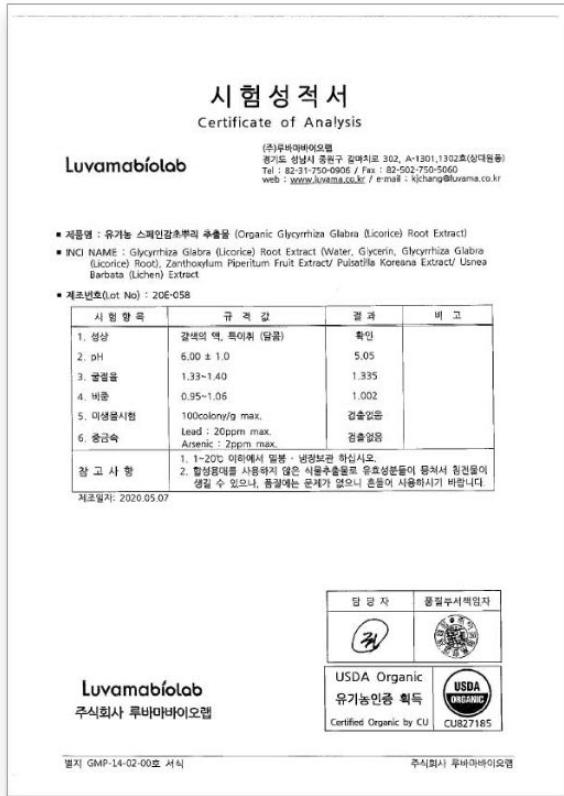
Self-Dental Care

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

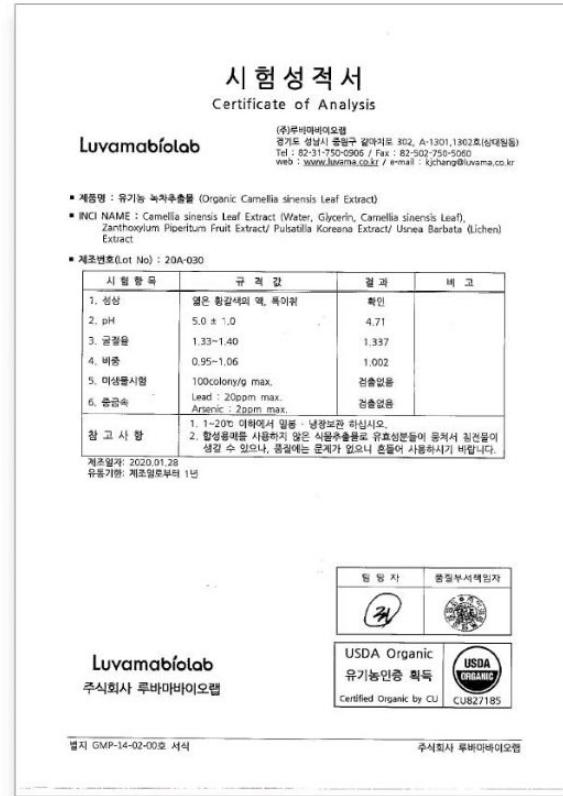


Reference

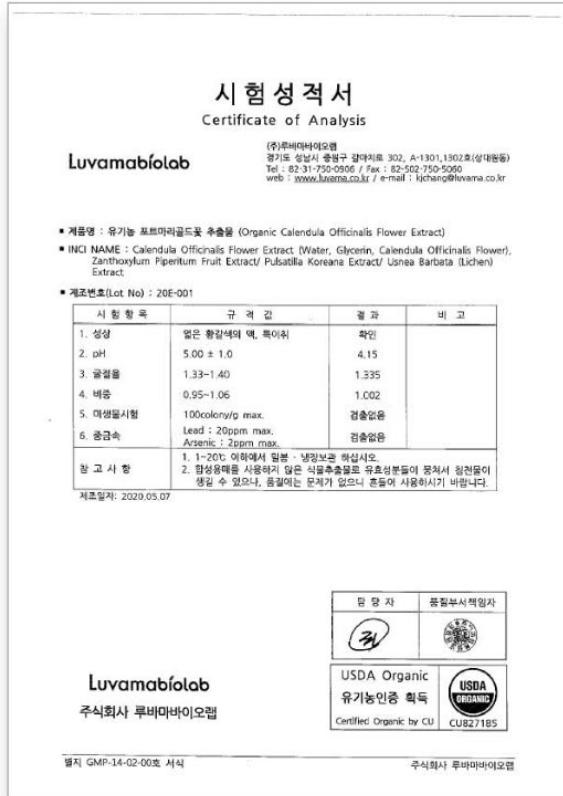
+ USDA Organic Certification



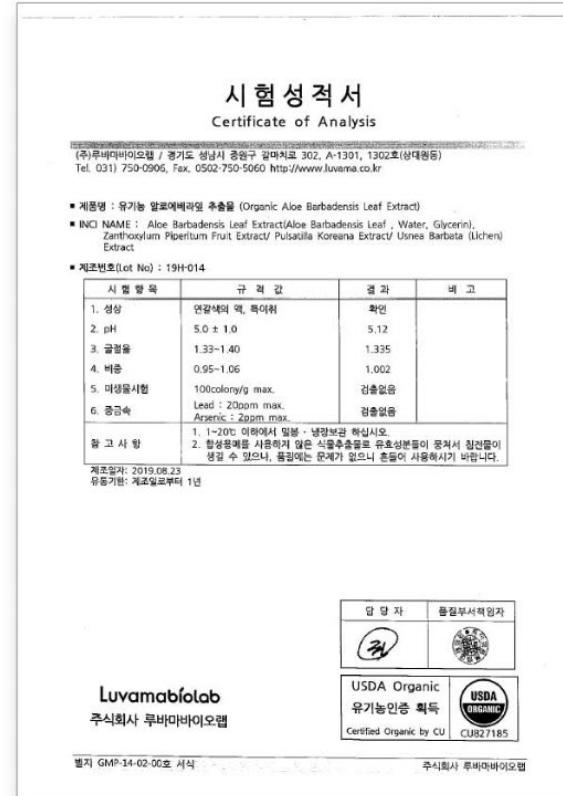
Glycyrrhiza Glabra Root Extract



Camellia Sinensis Extract



Calendula Officinalis Flower Extract



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
접수일자 : 2020년 05월 25일
발급번호 : 3418615325
발급일자 : 2020년 06월 22일

시료명	지금 화이트 치약	검사목적	연구/참고/기타
제조번호	-	제조일자	2020년 05월 18일
증량/용량	130 g	유통(품질유지)기한	-
업체명	제너럴마이오(주)	대표자	서정훈
소재지	전라북도 남원시 송동면 응봉선로 254 (신광리)	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)
메틸이소치아졸리논(MIT)	-	μg/g	불검출	5	In House Method (HPLC-DAD)
클로로메틸이소치아졸리논(CMIT)	-	μg/g	불검출	5	In House Method (HPLC-DAD)

* R.L. : Reporting Limit

시험검사자 : 권수지, 유지은, 김하윤
기술책임자 : 왕만식

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트리클로산	-	μg/g	불검출	5	In House Method (HPLC-DAD)
증금속(남)	-	μg/g	불검출	1	In House Method (ICP-MS)
증금속(미소)	-	μg/g	불검출	1	In House Method (ICP-MS)
증금속(안티온)	-	μg/g	불검출	1	In House Method (ICP-MS)
증금속(카드뮴)	-	μg/g	불검출	1	In House Method (ICP-MS)
증금속(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, 유지은, 김하윤
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