

SWISSDENT DENTAL COSMETICS

SWISSDENT launches Dental Cosmetics Line in Dubai, United Arab Emirates

Dubai, 1st of March 2010

After a successful launch of SWISSDENT DENTAL COSMETICS in Europe, Dubai was the next destination for launching the brand in the Middle East.

BIOKOSMA Trading Co, affiliated with Swiss Dent Cosmetics AG, is introducing SWISSDENT DENTAL COSMETICS at Harvey Nichols, Mall of Emirates, with an attractive novelty of dental products.

With this new Dental Cosmetics Line, the inventor Dr. dent. Vaclav Velkoborsky responds to a new trend for whiter and more beautiful teeth. To quote Dr. Velkoborsky: "While most people consciously groom their face and body with high quality skin care and make up products, dental care is still limited for some people to simply brushing teeth on a daily basis."

Meanwhile the trend has significantly changed. A representative Study (source: EMNID 2003) proves that more than 80 per cent of people in Europe think whiter and more beautiful teeth are important, and almost 60 percent are willing to spend more money for beautiful teeth, up from less than 50% back in 1999. A trend that Dr. Velkoborsky can also confirm, from his daily work within the dental practice.

Dr. Med. Dent. Vaclav Velkoborsky is founder of SWISSDENT DENTAL COSMETICS, and Inventor of Nanoxyd® (Peroxides in nanoparticle form for toothpastes), which he developed in collaboration with the University of Zurich. International patents are pending.

Dr. Velkoborsky was born Oct. 2, 1957, and lives in Switzerland. He graduated as a Doctor of Dentistry in 1986 and focuses on Aesthetic Dentistry, primarily ceramic blending (Lumineers) and Bleaching. As a member of the American Academy of Cosmetic Dentistry (AACD), of the International Association of Dental Research (IADR) and the Society of Dental Science (SDS) Dr. Velkoborsky has been involved in Research and Development for many years.

SWISSDENT DENTAL COSMETICS exploits a revolutionary technology. Due to this technology the bleaching effects of the ingredients are used to their optimum. Calcium Peroxides, in the form of nano-particles, penetrate even the finest cracks and gaps between teeth, ensuring effective bleaching.

"Power Enzymes", extracted from pineapple (bromelain) and papaya (papain), remove stains from coffee and tobacco as well as red wine, in a very natural way. Fine silicates gently polish the surface of your teeth. SWISSDENT toothpastes have a very low abrasiveness and can be used daily; they are neither aggressive on your teeth nor on your gums.

The following products of the SWISSDENT DENTAL COSMETICS line will be launched at Harvey Nichols:

- STAINLESS, an Intensive Whitening toothpaste for smokers, coffee and tea drinkers;
- NANOWHITENING, Gentle Whitening toothpaste for sensitive teeth and gums.
- PUREFRESHNESS, Breath Control toothpaste which protect the gums and teeth and prevent caries;
- STAIN WHITENING BRUSH, a Whitening Pen for 7 days to enhance the bleaching effect;
- MOUNTAINFRESH, an Intensive Mouthwash, free of alcohol, does not discolor your teeth;
- PUREFRESHNESS, a Mouth spray, free of alcohol, does not discolor your teeth - with long lasting effect fresh breath;
- EXTREME MOUTHSPRAY, a Mouth spray for smokers, coffee and tea drinker - with long lasting effect fresh breath.



SIMPLY
BEAUTIFUL
TEETH.