

ORAL PEACE



### Safe, Easy, and Environmental Friendly Oral Care

Contributing to Society

Trife Inc.



### Imagine your family, friends, the ones you love





In recent years, we see an increase of the elderly and people with disabilities that need assistance for oral care.

These people will often suffer from cavities, periodontitis, bad breath, and in serious cases, die from aspiration pneumonia.

Oralpeace is based on latest bio-technology and lactic acid research, enabling consumers to conduct oral care with safe ingredients at an affordable price.



We strive to become the leading global company, creating job opportunities and safe & environmental friendly oral care product.

The ultimate goal is to provide solution to the social challenges and oral care concerns surrounding people with disabilities through revolutionary oral care product and its

revolutionary oral care product and its business model.

### 



### **ORALPEACE - Product Features**

- \* Winner of the Minister of Economy, Trade and Industry Award.
- Based on Japanese Bio-Technology
- 100% natural, alcohol free oral care product
- Hypoallergenic and safe-to-swallow
- Recommended especially for elderly, babies & infants, people with disabilities, and for all those looking for safe & environmental friendly oral care
- \* Good for cleaning and moisturizing, effective against all kinds of oral bacteria
- Oral Peace creates jobs for people with disabilities







# Why ORALPEACE

- Demand for Job Opportunities -

100% NATURAL Sky Mint Brushing & Moisturing Ge

### Why ORALPEACE - Challenge for Independence



- \* Found out that hourly wage of the disabled is too low to become financially independent
- National average wage is JPY 13,000 (US\$ 115) per Month
- \* JPY 100 (US\$ 0.87) per day in some cases
- Difficulty in improving their income. No effective governmental support to date





Serious issue for the disabled after their parents / supporters are gone



- Reality

Why ORALPEACE



income for of the disabled,

looking impossible to achieve



### Why ORALPEACE - Demand for Employment



- Number of disabled in Japan About 7.5 million, 1 in 12
- Aging society, the hollowing out in Japanese industry
- Decrease of the consumer population
- Increase of pension for the disabled ?
- What will it be like in 10 years time ?

In order for people with disabilities to make adequate living, we need a business model which can increase job opportunities and raise minimum wage



There is limited factory space availability, but room for marketing and sales activity is limitless

People with disabilities are involved in producing, packaging, marketing, and delivering the product in their respective regions









**Creating Job Opportunities** 





### <u>Why ORALPEACE</u> - Creating Job Opportunities





### Why ORALPEACE - Business Model



Research and Product Development.





- Product development
- Promotion / Marketing
- Project management

Manufacturing, Marketing, Packaging, Delivering



Care Facilities for the people with disabilities

Approx. 7,000 facilities

Distributors



Nursing homes, hospitals, clinics, etc.

- Approx. 4,000 Nursing Facilities
- Approx. 68,000 dental clinics
- Approx. 5,000 stores in hospitals
- Other stores





- Approx. 5,000,000 elderlies requiring care
- Approx. 50,000 with heavy disabilities
- Infants
- Pets
- Those who care about oral care



## ORALPEACE (\*\*\*) Why ORALPEACE

#### - Demand for Safe and Effective Product -

#### **100% NATURAL**

**Sunshine Orange Brushing & Moisturing Gel** 

### **ORALPEACE Product** - Market Overview



- Japanese domestic market size for oral care product US\$ 1.2 billion with expected growth rate of 3% p.a.
- Many of existing oral care products are un-swallowable. Difficult for use by those with disabilities
- Many of existing oral care products require water when used
- \* There are no high antibacterial swallowable product in the world other than ORALPEACE



Cannot swallow



	2010年	前年比	2011年予測	前年比
ロ腔ケア用品	1,172億円	102.9%	1,205億円	102.8%
ロ腔ケア機器・用具	588億円	107.3%	603億円	102.6%
食品	1,545億円	98.4%	1,528億円	98.95
医莱品·医莱部外品	483億円	93.6%	482億円	99.8%
合計※	3.787億円	100.4%	3,818億円	100.8%
カデゴリー		& B		
聴ケア用品	「素豊(盧風陽子防/美日/生姜子防/口見子防/子供用/牧煙者用)、洗口液(マウスウォッシュ/デンタル/シス)、義素安定剤、義素 洗浄剤、口中凍涂剤(粒・フィルム/スプレー)、ホワ・作ニング関連用品			
腔77機器・用具	(8ブラン、電動店ブラン、店院清掃具(ダ)	シタルフロス/歯関プラン)、舌クリー	ナー、口腔洗浄器	
8	機能性ガム(生命予防/口費除去/運運感・暖気防止/その他)、機能性キャンディ(のど保護/口臭除去/運運感)、口中運運運子			
業品·医薬部外品	建築成治療剤、外用濃痛剤、練成去症 (医薬品・医薬部外品)、口内炎治療剤		ローチ・薬用のど飴(医薬品・医薬	部外品)、金橡树

US\$ 1.2 billion expanding market

#### Oral care requires water

### **ORALPEACE Product** - Market Overview



- Approximately over 300 per day die from pulmonary aspiration pneumonia
- High demand for strong antibacterial safe-to-swallow product





Neonisin was identified in Japan, and is a revolutionary anti-bacterial agent. It is made from peptides that live in the lactic acid in tofu residue made in Fukuoka prefecture, called Nisin A. Nisin A is then combined with plum extracts. A revolutionary characteristic is that though it has strong anti-bacterial powers, it will be quickly digested with digestive enzymes and turn into amino acid.

Nisin A was identified first in the UK in 1928 by a dairy farmer. Both oral intake and transmucosal absorption is safe and the commercial use of Nisin A is allowed in over 50 countries. The UK and France allow unlimited usage in cheese.

In Japan, it passed the Ministry of Health, Labour and Welfare's regulations in 2009 and is permitted to use is foods. The other ingredient, the plum, is a traditional fruit that the Japanese have enjoyed since ancient days. Thus Neonisin will not harm the normal bacterial flora in the stomach and intestinal systems even when swallowed.

This anti-bacterial agent is surely an ultimate answer to the elderly, handicapped, small children that have high risks of swallowing oral care products.

### **ORALPEACE Product** - Development of Neonisin



- Quick effectiveness against cavities, periodontitis, bad breath, and pulmonary aspiration pneumonia
- Equivalent sterilizing properties to traditional synthetic disinfectant and antibiotics.
- Digested in stomach if swallowed, resolved in blood if entered into lungs
- Not achievable by previous 'Nisin'



### **ORALPEACE Product** - Effectiveness



#### Experiment result presented at 36th Dental Pharmacotherapy Conference





### Why ORALPEACE

- Increasing Presence -

### 100% NATURAL For PET Brushing & Moisturing Gel

ORALPEACE

### **ORALPEACE** - Presence







The first authenticated organic oral care product in the world with anti bacteria.















### **ORALPEACE** - Business Expansion



- Partnering with major pharmaceutical company in North East China
- Establishing Singapore Office to oversee opportunities in South East Asia
- Partnering with major pharmaceutical group in Latin America
- \* Working with major Japanese Conglomerate to expand business opportunity in Europe
- \* Working with major distributor in San Francisco to expand business in Americas.



ORALPEACE will create job opportunities for the people with disabilities all over the world, Providing safe, easy, environmental friendly oral care solution to all those who care

### **ORALPEACE** - Project Supporters





and many more !!!

ORALPEACE is looking for World-Wide Partners who share and care about contribution to society

### ORALPEACE

**Company Information** 

Company Name:	Trife Inc.	
President:	Daisuke Teshima	
Director:	Kouhei Nagatoshi	
Founded:	August 8, 2006	
Address:	231-0006 Bashamichi Ootsu Building, Minami Nakadoori	
	4-43, Nakaku, Yokohama, Japan	
Telephone:	+81-45-663-2101	
Fax:	+81-45-345-3201	
Email:	order_overseas@oralpeace.com	
Website:	http://www.oralpeace.com	

