



Trife Inc. Oralpeace Project

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<http://oralpeace.com/>



Contains Damask rose blend, highly effective against oral candidiasis

An innovative oral care gel which is the first of its kind, this single product tackles almost all the bacteria causing problems in the mouth
New, improved Oralpeace goes on sale in September

More effective, new-look packaging, improved viscosity, larger volume, an easier-to-use product

Trife Inc. (Headquarters: Yokohama, President: Daisuke Teshima) is launching “Oralpeace Clean & Moisture,” the new, improved version of its “Oralpeace” oral care product. The popular original “Oralpeace Brushing & Moisturising Gel (Green),” a revolutionary oral care product containing the patented formulation Neonisin, extremely effective against the bacteria that cause problems inside the mouth and safe even if swallowed, has a sales record of 400,000 tubes during the four years since its release in July 2013; however, this new version boasts greatly increased effectiveness and improved user sensation.

The announcement of the results of research into the new-formula Neonisin-e, developed from Neonisin, which took place at the Yokohama Port Opening Memorial Hall last July 28, attracted a great deal of attention for this invention as a worldwide first. And now, with the inclusion of the new-formula Neonisin-e (patent pending), at the same time as upgrading the product to deal with almost the entire range of bacteria causing problems in the mouth, it has been given a comprehensive overhaul, resulting in improved viscosity, a new packaging design, a larger volume, and more. As the result of this process, the new “Oralpeace Clean & Moisture” is now going on sale.



Enquiries about
this release

Please feel free to contact us with requests for interviews, the loan of images, clarification of any points that are unclear, etc.

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Please also see our website for more details

<http://oralpeace.com/> Facebook: <https://www.facebook.com/oralpeace>

Key points about the new, improved product

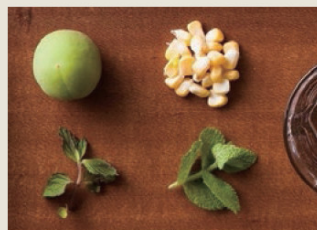
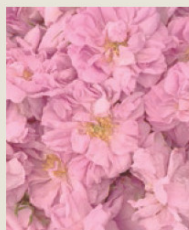
- 1 The inclusion of new-formula Neonisin-e, which is extremely effective against oral candidiasis, to replace Neonisin, which was less effective in this regard, has transformed the product. This single product now deals with almost the entire range of bacteria causing problems in the mouth.
*Please see the attached press release for details of Neonisin-e.
- 2 Viscosity has been improved, so that while still made from 100% naturally-derived, edible ingredients, the gel now has a user-friendly texture, easy to grasp in the hand and to spread on a toothbrush or sponge, unlikely to drip or stretch into threads. The popular mild, fresh taste is the same as ever.
- 3 Aluminum-layer laminated tube, flip-top cap design specifications.
- 4 Now contains 80 grams, a 5-gram increase.
- 5 Due to the changes in effectiveness, user sensation, design specifications, and content, the list price is now 1,200 yen (excluding tax). The price advantage over competing products has been maintained.
- 6 The product name is now “Oralpeace Clean & Moisture.”
- 7 As with the previous item, Art Director Noriteru Minazaki is responsible for the sophisticated package design.

Product name: Oralpeace Clean & Moisture

- Contents: 80g
- Package: Aluminum-layer laminated tube, in a presentation box
- JAN: 4571471280018
- List price: 1,200 yen (excluding tax)
- Release date: September 19, 2017

○ All ingredients:

Glycerin (moisturizer/sweetener, palm-derived), water, lactococcus culture extract (cleaning agent), xanthane gum (thickener, maize-derived), caesalpinia spinosa gum (thickener, leguminous plant-derived, new formulation), plum extract (cleaning agent), peppermint oil (flavoring), spearmint oil (flavoring), damask rose flower oil (flavoring, new formulation)



* As a result of this product renewal, sales of the current product, “Oralpeace Brushing & Moisturising Gel (Green)” 75g, list price 1,000 yen (excluding tax), JAN 4571471270019, will be discontinued once current stocks run out. A product renewal of Oralpeace Brushing & Moisturising Gel (Green) sold exclusively to dental clinics is scheduled to take place from October. Sales of all other items (Oralpeace Mouth Spray & Wash, as well as Sky Mint, Sunshine Orange, and For PET) will continue as at present.

The existing product, containing Neonisin, outstandingly effective against bacteria causing cavities, periodontitis, aspiration pneumonia, and bad breath using only naturally-derived ingredients, was already a revolutionary item, the only one of its kind in the world. However, with the addition of Neonisin-e, which sterilizes oral candidiasis, it has evolved ever further, also bringing improvements to the packaging, the viscosity, and other aspects, in response to feedback from many customers. At the same time as spreading the news about the new “Oralpeace Clean & Moisture” widely and making the product available to many customers, we hope that this project will also lead to the creation of jobs for people with disabilities. We look forward to your continued patronage of Oralpeace.

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