Imagine your family, friends, The ones you love

For the health and happiness of the family

The oral cavity is a very important organ to maintain the health of the whole body as the entrance of the body and is closely related to health.

Since aging of the population is presently progressing, the period when it is possible to live an independent life without requiring nursing care is referred to as the healthy life expectancy, and it is actually differs by approximately 10 years from the mean life expectancy.

That is, there is a possibility that you or a member of your family may become bedridden or have dementia for 10 years.

Oral health and teeth are deeply involved in this problem.

It is known that, if many teeth remain due to preventive actions, the risk of systemic disease is low, the people will be healthy and live a long time and dementia is unlikely to occur.

Moreover, aspiration pneumonia is a serious disease, and pneumonia is the third leading cause of death among Japanese people.

Since the swallowing function decreases in elderly people, many people may die from aspirating saliva containing bacteria that increased while sleeping.

Recent research has also clarified the relationship between periodontal disease and diseases such as diabetes mellitus, cardiac disease, cerebral infarction and premature labor.

Caries and periodontal disease, which are the causes of tooth loss and oral trouble, bad breath, aspiration pneumonia and oral candidiasis are frequently caused by bacteria in the oral cavity. To prevent an increase in the bacteria, not only cleaning by oral care but also moisturization are very important.

For elderly people and infants with difficulty to gargle and spit out, pregnant women and lactating mothers who do not want to ingest chemosynthetic substances, and for moisturization, etc. while sleeping when materials may be swallowed, it is necessary to provide oral care with a secure feeling even if the product is absorbed into the body while it is attacking the bacteria in the oral cavity.

It is also important to reduce the burden on the caregivers with safe, effective and simple care.

For you and the people dearest to you.

You can make the future yourselves from today.

For your family's healthy and happy days. For your peace of mind.

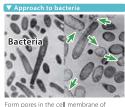


Innovation

Neonisin-e®*, a unique ingredient to ORALPEACE

"Neonisin-e^{®*"} is a botanical lactobacillus-derived antimicrobial peptide (Bacteriocin) preparation developed through industry-university cooperation with Kyushu University Graduate School of Agriculture, Kagoshima University Graduate School of Medical and Dental Sciences, and the Department of Oral Disease Research, National Center for Geriatrics and Gerontology. It is a unique ingredient to ORALPEACE and was developed from nisin A, an antimicrobial substance safe for the human body that was discovered in cheese in 1928. It shows excellent utility for tooth decay bacteria and periodontal bacteria causing intraoral problems, causative bacteria of bad breath, causative bacteria of aspiration pneumonia, and candida, and has been utilized as an oral care preparation. Bacteriocin is characteristically degraded/digested even after swallowing. ORALPEACE responds to our needs to easily conduct routine oral care with safe ingredients.

*Cleaning aid



tooth decay bacteria



▼ Approach to candida ■ ▼ Survival rate of bacteria after contact Determination of effect (Acting for No treatment [CFU determination] 10 minutes) Contact with Neonisin Survival rate of bacteria Causative bacteria of aspiration pneumonia Tooth decay bacteria (Streptococcus mutans) 50 Periodontal bacteria (Aggregatibacter actinomycetemcomitans) Determination of the effect and provision of data: Causative Tooth Periodontal Hitoshi Komatsuzawa, Professor, bacteria of Doctor of Medical Dentist bacteria aspiration Kagoshima University Graduate School of Medical and Dental Sciences

▼ Position of oral care preparation Natural raw materials Lactobacilli Neonisin Plant extract Quickly attacks Botanical tooth decay bacteria antimicrobial and periodontal bacteria substance Foaming agent

Synthetic Polish microbicide Synthetic préservative Chemical raw material

Gram-positive bacteria Gram-negative bacteria Fungi Natural Antimicrobial ingredients Periodontal dis substance Alcohol Cetylpyridinium chloride (CPC) Chlorhexidine (CHX) Benzethonium chloride Liquid sodium hypoch orite Lactobaci**l**i Plant extract ×

*Impact on taste due to strong odor x

▼ Characteristics of oral care preparation

0 & A

Q . What is the difference between "Neonisin-e^{®*}" and a synthetic bactericidal agent?

Hinokitiol⁴

Nisin A

Neonisin Neonisin-e

🗛 😱 The synthetic bactericidal agents produced from petroleum and chemical raw materials have excellent antimicrobial properties, but there is concern if they are swallowed. Neonisin-e** is a natural antimicrobial agent made from antimicrobial peptide (protein) produced by lactobacilli and botanical constituents. Even if it is swallowed by mistake, it will be degraded and digested in the gastrointestinal tract, it is gentle to the stomach and body.

Q . What is the difference between "Neonisin-e®*" and living lactobacilli (probiotics)?

🗛 🖫 Lactobacilli exert antimicrobial activity by producing antimicrobial substances themselves. Living lactobacilli (probiotics) produce antimicrobial substances such as hydrogen peroxide, aldehyde, bacteriocin (antimicrobial peptide), etc., but there are two large hurdles before producing an antimicrobial substance. The first hurdle is to fix the lactobacilli in the oral cavity, since they can be washed out easily with toothbrushing or beverages. The second hurdle is that lactobacilli may easily be affected by the environment in the oral cavity and the amount of the produced antimicrobial substance is unknown. Due to these hurdles, there is a problem with the expected effect of living lactobacilli.

Concerning the case of bacteriocin, it is an antimicrobial substance produced from living lactobacilli, and although about 100 species have been discovered in the world, only nisin A was approved in Japan as a food additive after verification of its safety, and the other bacteriocins have not been approved. The antimicrobial substance that overcame all hurdles is "Neonisin-ee*." "Neonisin- e^{**} " is a natural antimicrobial agent that is combined with botanical ingredients after high-degree purification of nisin A by a unique preparation method to increase the antimicrobial activity further. Its mechanism of action is to be adsorbed at the recognition site (lipid II) of the cell membrane of the target bacterium and to open pores in the bacterial cell membrane at once. Its characteristics are stability, instantaneity and safety.

ORALPEACE Clean & Moisture contains a lactobacillus peptide preparation, "Neonisin-e*." Moreover, it is an oral care product produced from naturally-derived food product materials only, and is degraded and digested in the body even if it is swallowed by mistake.

Product Line up

Mild oral care health gel containing "Neonisin-e®*"

This product is adequate for tooth cleaning, oral care and moisturization of the oral cavity. It washes the oral cavity while brushing, removing dental plaque, preventing caries and bad breath and cleaning the oral cavity. Moreover, it moisturizes the oral cavity that is likely to become dry mouth and keeps it healthy.

Natural, mild and refreshing taste

Clean & Moisture



- 0
- O Content: 80 g (for about 2 months)
- O Price: 1,296 yen (including tax)

Juicy yuzu (Japanese citrus) and lemon taste Clean & Moisture Orange



- \bigcirc **Content: 80 g** (for about 2 months)
- O Price: 1,296 yen (including tax)

Cool and fresh taste Clean & Moisture Mint



- O Content: 80 g (for about 2 months)
- O Price: 1,296 yen (including tax)

Mild oral care health liquid containing "Neonisin-e®*"

This product can be used by spraying it into the oral cavity as it is, or as a mouth wash by diluting it with water. It cleans the oral cavity, prevents bad breath, washes areas that are difficult to reach only with a tooth brush and keeps the oral cavity healthy.

Clean & Moisture Spray



- O Content: 30 mL
 - (for about 2 months)
- O Price: 1,080 yen (including tax)

Clean & Moisture Spray Orange



- O Content: 30 mL
 - (for about 2 months)
- O Price: 1,080 yen (including tax)

Clean & Moisture Spray Mint



- O Content: 30 mL
 - (for about 2 months)
- O Price: 1,080 yen (including tax)

Product Features



Daily oral care at ease

- Chemosynthetic ingredient-free and available for infants, elderly people, pregnant women as well as lactating mothers.
- For sensitive persons with rough skin in the oral cavity and persons who do not like chemosynthetic ingredients.
- For people for whom there is concern about accidental ingestion and swallowing such as elderly people requiring nursing care, people experiencing severe disability and infants.
- When camping, climbing mountains and during disasters when water is not available.

Daily oral care with this product only

- ORALPEACE cleans the oral cavity, moisturizes it and maintains a healthy condition.
- ORALPEACE is degraded and digested in the body if it is swallowed.
- Toothbrushing, cleaning, prevention of bad breath and moisturization of the oral cavity only with this product

Daily oral care that is not a burden

- Simple care by anybody at any time, even if there is no water and the mouth cannot be rinsed.
- ORALPEACE contains a lactobacillus peptide preparation,
 Neonisin-e**, and reduces the burden of oral care.
- Reducing the burden at a reasonable price

The following ingredients are not used:

 \times Alcohol (ethanol), \times chemosynthetic ingredients, \times petroleum-derived ingredients, \times synthetic bactericidal agent, \times synthetic surface active agents such as sodium lauryl sulfate, \times soap base (foaming agent), \times synthetic preservatives such as sodium benzoate, propylene glycol, potassium sorbate and paraben, \times polishes such as calcium carbonate and silica, \times synthetic flavoring agent, \times synthetic coloring agent

Please see the website and package for all ingredients.

How to use

Clean & Moisture (gel)



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As a usual toothpaste, apply an appropriate amount to a toothbrush or sponge brush and clean the mouth by brushing after meals and before bedtime.



Clean & Moisture (spray)



When you cannot clean your teeth or gargle or when you go out, push this product several times directly into the oral cavity as a mouth spray. Also available as an oral care product.

Dilute a portion of about 3 pushes with about 20 mL of water in a glass and wash the oral cavity by keeping a sip in the mouth for about 30 seconds.

Q & A

Q . Is it all right not to discharge ORALPEACE or to perform gargling after tooth cleaning or oral care?

A • To reduce the bacteria in the oral cavity and to keep the oral cavity clean, it is the most important to discharge the biofilm (mass of bacteria and plaque) or food particles in the oral cavity from the mouth. Discharging, gargling and wiping are recommended for tooth cleaning and oral care. Even if rinsing, discharging and wiping are difficult, however, this product can be used easily because it is produced only from naturally-derived food product materials.

Q . The taste is slightly sweet. Will it not cause caries?

A • The sweet taste is attributable to the moisturizing ingredient, glycerin. Glycerin, like xylitol, is a sweetening ingredient that does not become the food of tooth decay bacteria.

Q . Is polish contained in ORALPEACE?

A Polish that scrapes the enamel of the teeth is not used. As this product can be used by applying it to the oral cavity as a moisturizing gel for the oral cavity, no polish is used. ORALPEACE is also appropriate for careful polishing for a certain period of time and use with an electric toothbrush. For the persons requiring whitening of the teeth, on the other hand, it is recommended to combine it with polish-containing toothpaste.