

Tooth Mousse and MI Paste Plus

Remineralising protective crèmes with triple the benefit

Strengthen.
Protect.
Replenish.



Part of GC's Minimum Intervention program.



Since 1921
100 years of Quality in Dental

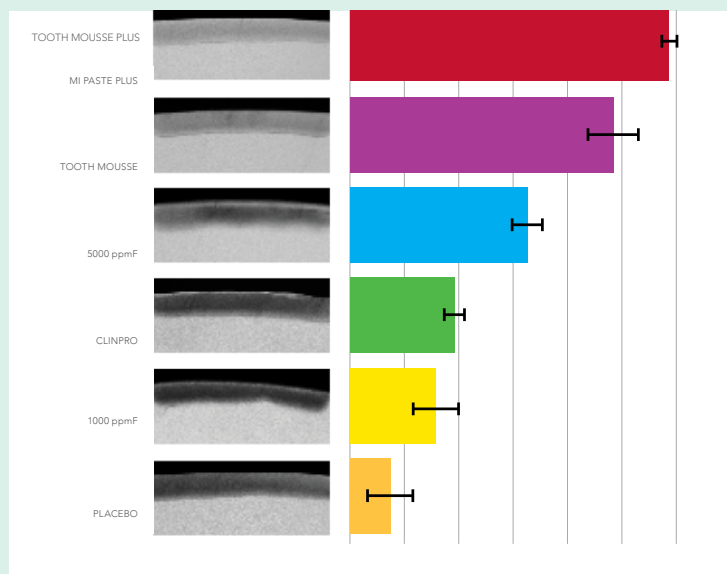


A winning combination for a smile that lasts a lifetime.

Just as your body needs to be conditioned to stay and look healthy, your teeth need conditioning too. Over time, teeth can lose nutrients and strength as a result of whitening procedures, highly acidic food or drinks and the natural aging process. It's important to protect and revitalise teeth to keep them looking terrific for a lifetime. GC presents two breakthrough dental treatment products to do just that.

Tooth Mousse and MI Paste Plus:

- For remineralising^{1,11} and inhibiting⁷ initial caries lesions
- For desensitising^{3,13}
- During and after orthodontic treatment, especially on white spots⁴
- For providing extra protection, especially against acid attacks^{8,9}
- For pregnant women

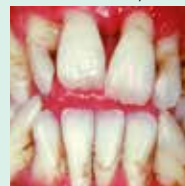


*Abstract 3645 - IADR 2010, Barcelona, Spain, Comparison of Tooth Mousse (MI Paste) with Clinpro in situ. E. Reynolds, F. Cai, P. Shen, G. Walker, Y. Yuan, N. Cochrane, D. Reynolds.

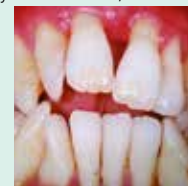
Oral Health CRC, Melbourne Dental School, University of Melbourne, Melbourne, Australia. A copy of the research is available on request from GC.

Hypersensitivity

Prof. Laurie Walsh, University of Queensland, Australia



Antonio has Type II diabetes. Undiagnosed until recently, his condition was a major contributor to his low saliva levels, which had caused problems with his teeth.



After starting a home care programme to promote remineralisation and a series of appointments for cleaning and restorative work, the situation has improved. In conjunction with a triclosan-releasing toothpaste (Colgate Total™)* and flossing, daily use of Tooth Mousse is a key part of Antonio's home care over the long term.



With much of the plaque out of the way, his teeth are now hypermineralised, offering greater protection against further problems.

*Colgate is not a trademark from GC Europe N.V.



The first natural system for protection.

Introduced in 2002, Tooth Mousse remains an excellent choice in fending off acid attacks. As well as buffering the acidity and restoring the mouth's proper mineral balance in just a few minutes, Tooth Mousse **remineralises enamel lesions** due to the high level of calcium and phosphate it provides.

Tooth Mousse is the ideal way to give your patients maximum all-round protection. Thanks to RECALDENT™ – its revolutionary ingredient!

RECALDENT™ is derived from casein, the milk protein. Recent research has shown that milk's protective effect

lies in a part of the casein protein called casein phosphopeptide (CPP), which carries calcium and phosphate ions as **Amorphous Calcium Phosphate (ACP)**. Calcium phosphate is usually insoluble; in other words, it forms a crystalline structure at neutral pH. However, the CPP keeps the calcium and phosphate in an amorphous, non-crystalline state, much like the saliva's mineral components. This means that the CPP-ACP complex, or RECALDENT™, is the optimal way to deliver calcium and phosphate ions to the surface of the tooth and within dental plaque. In short, RECALDENT™ **depresses enamel demineralisation** and, even better, **remineralises enamel**.



The benefits of Tooth Mousse at a glance:

- Supports greater resistance to acid attacks^{8,9} by inhibiting enamel demineralisation^{1,11} and inducing remineralisation at the tooth surface and sub-surface
- Reduces hypersensitivity by obturating open dentinal tubules^{3,13}
- Prevents initial caries forming thanks to its anti-cariogenic properties¹⁰
- Reverses the white spot lesions process, even after orthodontic treatment⁴



GC has taken this sensational idea and made it even better. With MI Paste Plus.

MI Paste Plus has all the benefits and great taste of Tooth Mousse. What's more, it **optimises both fluoride delivery to enamel and fluoride intake**.

And thanks to a unique, patented form of fluoride, MI Paste Plus combines remineralisation and fluoridation.

MI Paste Plus contains 900 parts per million (ppm) fluoride ions. While those ions are well known for remineralising, MI Paste Plus with CPP-ACP(F) is **the only product that delivers the ideal calcium, phosphate and fluoride ratio of 5:3:1**. MI Paste Plus with ACP(F) releases all three of the ions needed to form acid-resistant fluorapatite by **BOTH** remineralisation and fluoridation.^{7,5}

Combining remineralisation and fluoridation. The benefits of MI Paste Plus at a glance:

- Buffers the pH changes in plaque
- Impairs the adhesion and growth of *Streptococcus mutans* and *Streptococcus sobrinus* to the tooth surface¹²
- Remineralises enamel lesions (remineralisation)^{2,7} and makes remineralised enamel more resistant to acid attacks^{1,9}
- Optimises the way fluoride is transported to enamel and the fluoride intake by enamel^{5,6}

How to apply Tooth Mousse and MI Paste Plus

Tooth Mousse and MI Paste Plus are applied topically to at-risk surfaces. First clean the teeth. Then smear a small amount of product across tooth surfaces with a clean finger or cotton-tipped applicator and let it work for three to five minutes. Do not rinse off. For at-home use: when your patients apply Tooth Mousse and MI Paste Plus immediately before going to bed, they should leave it on their teeth to slowly dissolve overnight.

Both Tooth Mousse and MI Paste Plus are based on milk proteins. The biological formula is pure, so it is well tolerated. The only restrictions are patients with milk protein or hydroxybenzoates allergies, so advise these patients not to use either product.

In young children (below the age of six), the use of MI Paste Plus is contraindicated as its concentration is above 500 ppm of fluoride.



Note: you can apply Tooth Mousse and MI Paste Plus topically to the teeth with a custom-made tray.

The right choice for a variety of indications.

Natural defence against caries with **Tooth Mousse**

For patients who:

- have a **low to medium** risk of caries
- suffer from white spot lesions
- experience hypersensitivity before and after teeth whitening
- have had professional procedures such as root scaling or cleaning
- are below the age of six

Improve how you remineralise and boost fluoridation with **MI Paste Plus**

For patients who:

- need extra protection due to **medium or high susceptibility** to caries
- are medically compromised
- have an acidic oral environment
- suffer from erosion and gastric reflux
- need support due to very poor plaque control

Fluorosis

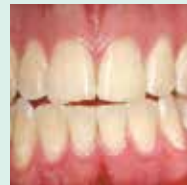
Prof. Laurie Walsh, University of Queensland, Australia



The pretreatment view shows mild fluorosis with "snow-capped" anterior teeth.



At the end of the first appointment, three cycles of etching and micro-abrasion have reduced the area of the opacities. A two minute etching time was used for each cycle.



After four weeks of nightly application of **Tooth Mousse**, the remaining opacities have been replaced by enamel that appears normal.

Bleaching

Dr. Brett Dorney, Pymble NSW, Australia



Before whitening.



Immediately after the initial whitening appointment with heavy white staining on teeth still apparent.



Two weeks after final whitening appointment and application of **Tooth Mousse** twice a day.

Orthodontics

Dr. Hayashi Yokohama, Japan



Immediately after bracket removal.



A five minute application twice a day produced these results after one month.



After three months.

White spot treatment

Prof. Laurie Walsh, University of Queensland, Australia



Baseline.



Result after one month of application of **Tooth Mousse**.

To prevent white spots from appearing, apply **Tooth Mousse** twice a day for the entire period that brackets are in place or an extra oral appliance is in use.

Tooth Mousse and MI Paste Plus

are available in five delicious flavours:

Melon, Mint, Vanilla, Strawberry and Tutti-Frutti



- GC Tooth Mousse (40g, 35 ml per tube)**
- 10001743 Assorted pack 10 pcs, 2 of each flavor (Melon, Strawberry, Tutti-Frutti, Mint & Vanilla)
 - 10001745 Strawberry, pack of 10 pcs
 - 10001746 Melon, pack of 10 pcs
 - 10001747 Mint, pack of 10 pcs
 - 10001748 Tutti-Frutti, pack of 10 pcs
 - 10001744 Vanilla, pack of 10 pcs



- GC MI Paste Plus (40g, 35 ml per tube)**
- 10001749 Assorted pack 10 pcs, 2 of each flavour (Melon, Strawberry, Tutti-Frutti, Mint & Vanilla)
 - 10001750 Mint, pack of 10 pcs
 - 10001751 Strawberry, pack of 10 pcs
 - 10001752 Melon, pack of 10 pcs
 - 10001753 Vanilla, pack of 10 pcs
 - 10001754 Tutti-Frutti, pack of 10 pcs



CPP-ACP was developed at the School of Dental Science, University of Melbourne Victoria / Australia. RECALDENT™ is used under licence from Recaldent™ Pty. Limited. RECALDENT™ CPP-ACP is derived from milk casein, and should not be used on patients with milk protein and/or hydroxybenzoates allergies.

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