Personal Care

Natural Oral Care

United States

THINKING OF TOMORROW

Global Innovation Leader

Omya, Inc. is a dynamic, innovative and customer-focused distributor of high quality specialty and natural ingredients from around the globe, serving the personal care and cosmetic markets. As a leader in Consumer Goods, we offer cutting-edge innovative products, formulation support, and unmatched customer service. With decades of technical industry experience and specialty ingredient knowledge, we provide a wide variety of consultative support in the specialty cosmetic market. Our footprint extends nationwide, with centers of excellence in Long Beach, CA, Cincinnati, OH.

Omya, our parent company, is a leading global producer of minerals – mainly derived from calcium carbonate, dolomite and perlite – and a worldwide distributor of specialty ingredients. The company provides a wealth of innovative product solutions that contribute to its customers' competitiveness and productivity in multiple industries. Founded in 1884 in Switzerland, Omya has a global presence extending to more than 160 locations in over 50 countries with 9,000 employees.

Let Omya be your partner in oral care.

Oral Care Innovation Driven By Consumer Values

Now, more than ever, consumers are concerned about the ingredients in the products they use, and how their habits are impacting the earth. They value brand authenticity, transparency, and sustainable practices, and over 70% are willing to pay a premium price for products from a brand that aligns with their values and their vision for the future.[1]

Let's face it… oral hygiene products used to be mundane. We took care of our teeth to avoid a painful trip to the dentist. People now expect more from their toothpaste. Consumers seek toothpaste products that address their individual oral care needs, while also being effective, safe, and easy to use. In fact, 63% of adults in the US consider oral care to be part of their self-care routine, and the importance of self-care is greater than it ever has been before.[2, 3] They want to buy products from a brand with similar values, and contains ingredients they feel are safe and effective.

Omya is driving innovation in the oral wellness arena and partnering with the most cutting edge suppliers. Whether it's a COSMOS toothpaste with natural hydroxyapatite, or a waterless tooth tab with bamboo charcoal, we have the ingredients you need and the technical expertise to help bring your ideas to life.

(1) IBM Institute for Business Value
(2) Mintel
(3) Dynata

Basics of Toothpaste Formulation

Essential Components

(1) Mintel

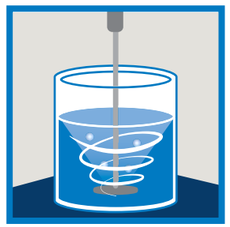
Making Toothpaste

Fundamental process for making toothpaste in the lab. Modify as needed to incorporate any specialty or exotic ingredients.

Benchtop Overhead Mixer

Step 1 Water Phase

Add water soluble ingredients (dyes, salts, sweeteners, etc.) to water and mix until dissolved. Begin heating if necessary.



Step 2 Gel Phase

Disperse your binder in a nonaqueous humectant, like glycerin or propanediol, and mix until homogeneous. Slowly add this dispersion to your water phase, increasing agitation as needed.
Pro tip: "Fish Eyes" can't be fixed. Scrap and start over.

Planetary Mixer with Vacuum

Step 3 Powder Phase

Add abrasives and other solids like charcoal or pigments to the gel phase and mix slowly until wetted. Add vacuum, increase agitation, and mix until smooth and homogeneous.
Pro tip: Too much foam? Add a little flavor as a defoamer!

Step 4 Finish Phase

Add flavor and surfactant. Start mixing slowly while materials are incorporating. Add vacuum and increase agitation to fully incorporate.
Pro tip: Flavors are volatile! Cool to below 40°C before adding.

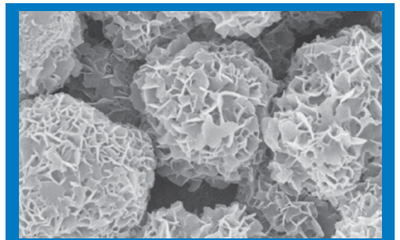
Enamel Protection

Omyadent® 100

Hydroxyapatite (and) Calcium Carbonate

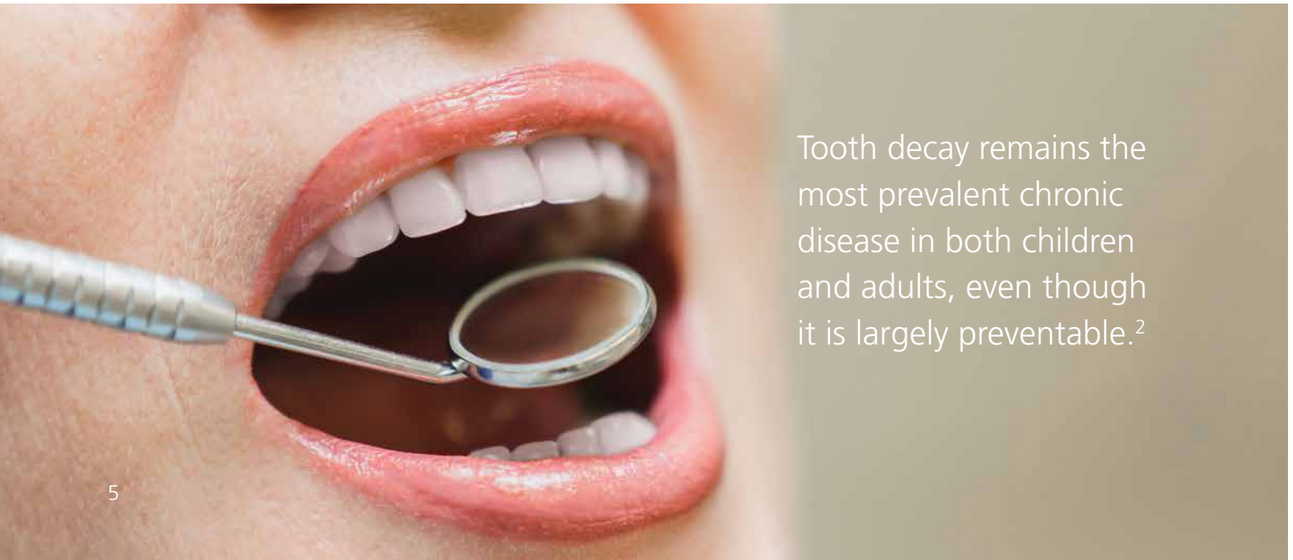
#Remineralization #Fluoride-Free

Fluoride has been part of most oral care routines for decades, but modern oral care brands are bringing attention to a science-backed alternative: hydroxyapatite. The use of hydroxyapatite to combat tooth decay was originally conceived by NASA in the 1970s. It is the main component of enamel, making up 90% of its foundation. As the outermost layer of the teeth, enamel protects teeth from bacteria and decay, which when exposed can lead to cavities, infections, gum disease and even tooth loss. Hydroxyapatite is a nontoxic and biocompatible remineralizing agent, making it a viable option for those seeking natural oral care solutions.



Omyadent® 100 particles in Scanning Electro Microscopy (SEM) images

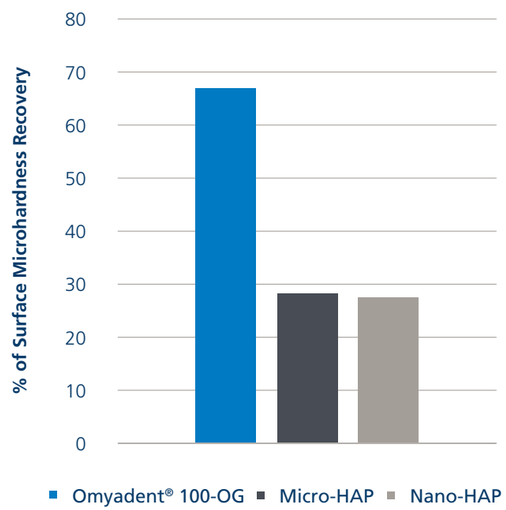
Omyadent® 100 is a modern solution for fluoride-free remineralizing toothpastes, based on Omya's proprietary[1] functionalized calcium carbonate technology. Limestone deposits in Provence, France are mined and ground into a fine calcium carbonate powder. These particles are reacted with natural phosphoric acid, producing a new mineral structure that consists of calcium carbonate cores surrounded by an elaborate scaffold of lamellar hydroxyapatite. This 100% natural origin and cruelty-free technology is offered by Omya as an alternative to synthetic nano-hydroxyapatite or other animal derived sources.



Tooth decay remains the most prevalent chronic disease in both children and adults, even though it is largely preventable.[2]

A dynamic pH cycling model was used to demonstrate the remineralization potential of Omyadent® 100 in vitro. Tooth enamel specimen were subjected to daily cycles including treatment, remineralization and demineralization. The percent surface microhardness recovery (%SMHR) was calculated using microhardness measurements taken at baseline and after 6 days of cycling. Specimen treated with a toothpaste slurry containing 5% Omyadent® 100 had superior %SMHR compared to those treated with toothpaste slurries containing nano-hydroxyapatite or micronized hydroxyapatite.

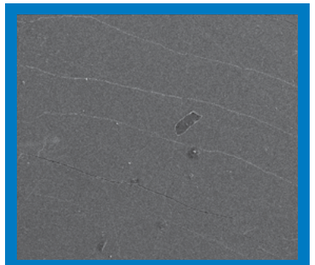
Remineralization of Omyadent® 100



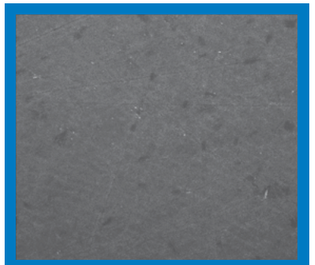
Mechanism of action

Enamel surface lesions can be effectively repaired with Omyadent® 100. As a result, Omyadent® 100 improves tooth whiteness while smoothening the surface of the teeth.

Bovine tooth enamel treated with Omyadent® 100 and 1,450 ppm of sodium monofluorophosphate, provide a smoother tooth surface as defects have been repaired by a remineralization process (images 1000x).



Before treatment



After treatment

(1) EP2926797B1 Surface-reacted calcium carbonate for remineralization and whitening of teeth
(2) National Institute of Dental and Craniofacial Research (https://www.nidcr.nih.gov/research/data-statistics/dental-caries)

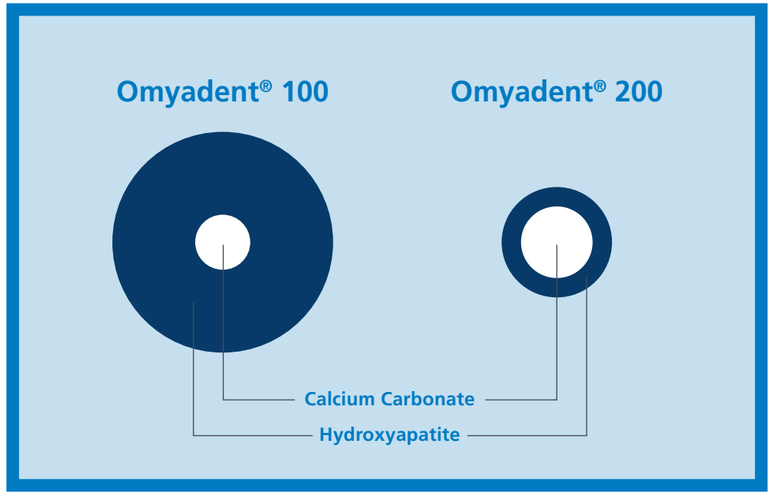
Omyadent® 200

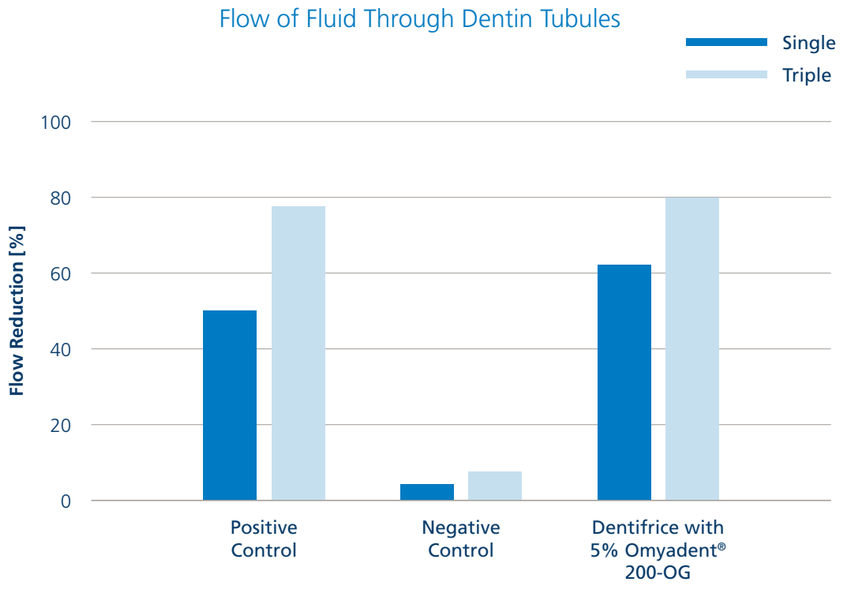
Calcium Carbonate (and) Hydroxyapatite

#Occlusion #Non-Nano

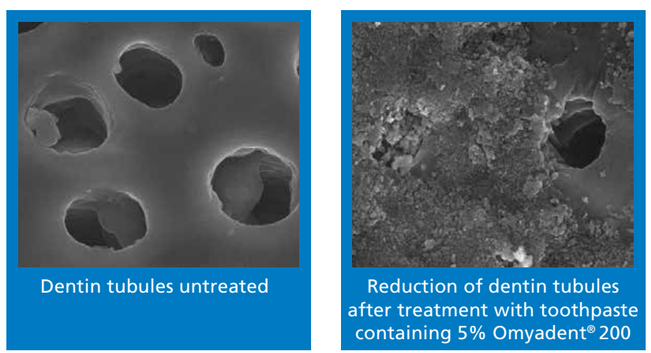
As both usage and clinical investigation of hydroxyapatite grew through the 1990s and 2000s, it was found that hydroxyapatite is an effective dentin desensitizer. Hypersensitivity occurs when the tooth dentin becomes exposed to the elements such as hot, cold, or pressure. This can be due to loss of tooth enamel or gum recession. Hydroxyapatite can block the open dentin tubules, reducing or even eliminating the painful bouts of sensitivity that people experience when trying to enjoy hot coffee or cold ice cream.

Omyadent® 200 is Omya's solution for addressing hypersensitivity. The basis for this technology is similar to Omyadent® 100, but the particles are much smaller and better suited to block the open dentin tubules.





Omyadent® 200 has been validated in laboratory studies using a model that directly measures the flow of fluid through dentin tubules. Disks of open dentin tubules are created by cutting and polishing extracted human molars, and then briefly treating them with acid to remove any debris in the open tubules. These disks are then hooked up to a device that measures the flow of liquid through them, before and after treatment with the test products. This method has been well correlated to human clinical studies.



Dentin tubules untreated

Reduction of dentin tubules after treatment with toothpaste containing 5% Omyadent® 200

Showing dentin tubules before and after the treatment with Omyadent® 200.

Gum Care

Green Tea Extract (EGCG) 90

Epigallocatechin Gallate

#Antioxidant #Anti-Inflammatory

Green tea is perhaps one of the most prized functional foods. This antioxidant-loaded elixir is believed to have a variety of health benefits from improving brain function to decreasing the possibility of heart disease. Epigallocatechen-3-gallate, more often simply referred to as EGCG, is the polyphenol that is credited with most of the benefits associated with green tea. The anti-inflammatory, antioxidant, and antibacterial activity of EGCG make it a great addition to oral care products, especially those that target healthy gums.

GfN Selco's Green Tea Extract (EGCG) 90 is a physically purified natural green tea leaf extract with an EGCG content higher than 90%. It acts as an antioxidant and reduces inflammation.

Alpha-Bisabolol natural (C)

Bisabolol

#Natural #Anti-Inflammatory

α-bisabolol is best known for being the primary constituent of chamomile oil. It has a long history of use in cosmetic products due to its analgesic, anti-inflammatory, and antimicrobial properties. These wound-healing and anti-biofilm properties have made this botanical ingredient a natural alternative to synthetic antibacterial agents such as chlorhexidine or cetylpyridinium chloride.

GfN Selco obtains this natural α-bisabolol from the wood of the South American candeia tree. This variety is particularly high in bisabolol. Unlike synthetic sources, this natural extract is comprised of over 95% α-bisabolol and completely free of Farnasol.

64% of consumers are interested in oral care anti-inflammatory ingredients.[1]

(1) Mintel

Turmeric Oil (CO2)

Curcuma Longa Root Extract

#Antioxidant #Soothing

Turmeric is native to Southeast Asia and has been used in Ayurvedic medicine for centuries. Today, turmeric oil is widely used in personal care products for its established anti-inflammatory, antibacterial, and antioxidant properties. In oral care, turmeric is most often used in products specially formulated for gum health or for people suffering from gingivitis, for its ability to soothe and protect this vulnerable soft tissue.

GfN Selco obtains this turmeric oil through a solvent-free supercritical CO2 extraction process using natural pure carbon dioxide and organically harvested curcuma longa roots. The resulting oil contains over 60% turmerones, including ar-turmerone, α-turmerone and β-turmerone.

Vita Hya-moist®

Sodium Hyaluronate

#Anti-Inflammatory #Bacteriostatic

The numerous benefits of hyaluronic acid are well established in skincare so it shouldn't come as a surprise that dental researchers have been studying applications for this chemistry for over 15 years. Topical application of sodium hyaluronate has been demonstrated to promote healthy and resilient oral soft tissue due to its hygroscopic nature, biocompatibility, and the roles it plays in inflammatory processes. Medium and low molecular weight hyaluronic acids have been found to have bacteriostatic effects against several species commonly associated with gingival wounds.

Quimivita's Vita Hya-moist® is a COSMOS approved high molecular weight (1300-1800) sodium hyaluronate.

Cleaning

Omyacare® Natural Calcium Carbonates

Calcium Carbonate

#Natural #Renewable

Abrasives are a fundamental component of oral hygiene regimens. Whether you brush your teeth with a traditional toothpaste or a more progressive water-free tooth tablet, the abrasive does much of the work. Abrasives are more than just particles that aid in the cleaning of your teeth. The abrasive you choose influences many properties of the product.

There are many abrasive options to choose from, with two main indicators used to characterize abrasive powders and finished products: abrasion and cleaning. Abrasion is measured in the laboratory using a test called RDA (Radioactive or Relative Dentin Abrasion), which measures how much dentin is removed by the test product using a standardized brushing procedure. RDA is a way to determine if your product is safe. Any value below 250 is recognized as safe for daily use by the American Dental Association. A common misconception is that higher abrasion products provide better cleaning. Although this is often true, RDA is a safety test and doesn't provide any information about cleaning. Cleaning is measured in the laboratory using a test called PCR (Pellicle Cleaning Ratio). PCR uses stained enamel, which is much harder than dentin, and measures the change in color after a standardized brushing procedure. Products with a higher PCR value remove more stain from the enamel surface.

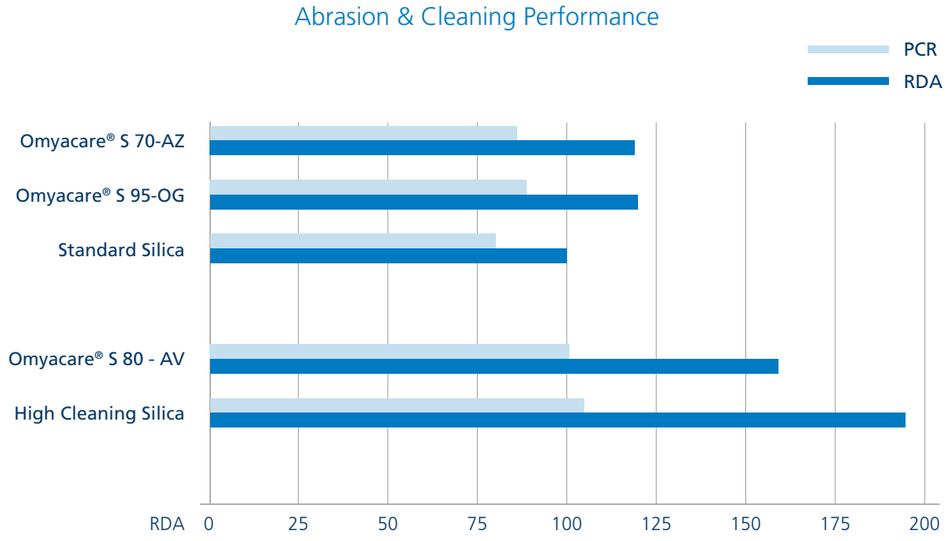


Figure 1: Omyacare® PCR & RDA data generated at ADA approved external laboratory. Reference silica data from published source material.

Omyacare® Natural Calcium Carbonates (NCC) are a highly flexible solution to meet your oral care abrasion needs. Omyacare® NCCs undergo less processing and have a lower carbon footprint than precipitated calcium carbonate or silica. All Omyacare® NCCs are of the highest quality and exceed international standards for use in food and nutritional products. Omya uses multiple source materials and grinding processes to create a complete line of Omyacare® abrasive powders with different properties. If one of these grades doesn't meet your needs, ask about other options from our global Omyacare® portfolio.

Bamboo Charcoal Powder

Charcoal Powder

#Sustainable #Purify

Activated charcoal is a very popular ingredient in oral care, but it is also highly scrutinized. This ingredient has a long history of use in many applications due to its natural property to absorb toxins, impurities, and other harmful substances.

GfN Selco's Bamboo Charcoal Powder is sustainably sourced from Maso bamboo timber. After harvest, the bamboo is charred in an oven at temperatures above 1000°C, then ground, sieved, and packed. This ultrafine powder has an average particle size less than 4 microns and a specific surface area of 200-400 m^2/g. Using Bamboo Charcoal Powder in addition to a regular abrasive will absorb stains and odors, helping to both clean and purify the mouth while brushing.

Enyzmes - Bromelain & Papain

Bromelain | Papain

#Natural #Sustainable

Bromelain is a hydrolytic protease extracted from pineapple stems. Papain is a cysteine protease extracted from the peels and seeds of papaya fruit. These natural enzymes help break down proteins in plaque biofilms, making them easier to remove from the teeth.

GfN Selco's Bromelain and Papain can be used individually or in combination with each other. They are ideal for water-conscious forms such as tooth tablets and powders.

Humectants

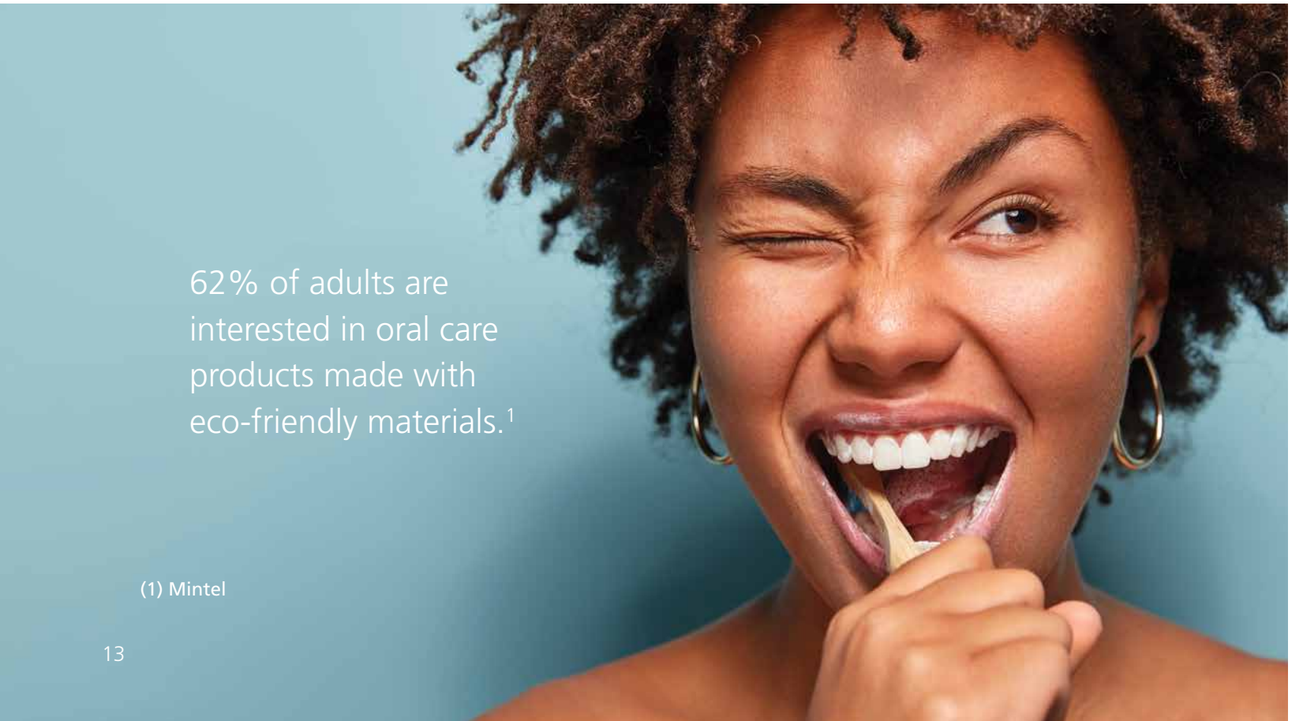
Humectants are best known as moisture-holding ingredients. They are primarily used in toothpaste to prevent drying out. Humectants give toothpaste a nice sheen and improve the mouthfeel of oral care products.
In certain situations, humectants can double as a co-solvent or processing aid to help incorporate difficult ingredients into the formulation.

GLE Organic Glycerin – Palm Free

Glycerin

#Organic #Multitasker

Produced from Karanja seeds sourced from India, the production of this material does not compromise necessary food supplies as it is a non-edible ingredient. GLE Organic Glycerin from Green Line is highly soluble in polar solvents, well known for its moisturizing, humectant, and emollient properties.



Sensorial Ingredients

Humans experience the world through all five senses. Products that stimulate multiple senses are more likely to leave a lasting impact on the user. A great tasting toothpaste is only the first step to captivating the user. Identifying a color and flavor pairing that complements the product concept will elevate the entire usage experience. Additional visual and textural elements can further reinforce the benefit statements and provide users with a unique experience.

Cosmospheres®

Various

#Experiential #Natural

Omya's Cosmospheres® add an exciting visual and experiential element to your product. These eye catching beads disappear without a trace during use. Select from a broad range of off-the-shelf options or create a custom version tailored specifically to your product. Vegan and COSMOS options available.

Natural Gardenia Powder Extracts

Hydrolyzed Gardenia Florida Extract, Maltodextrin
Gardenia Jasminoides Fruit Extract, Maltodextrin

#NaturalColor #Antioxidant

Omya's water soluble powders are extracted from gardenia blossoms. Available in red, blue, and yellow, these extracts add vibrant color to water based formulations and exhibit excellent stability over a wide pH range at very low usage levels.

Ammonium Glycyrrhizinate

Ammonium Glycyrrhizate

#Sweetener #Anti-Inflammatory

Licorice root has a long history of use as an herbal medicine due to its anti-inflammatory and anti-irritant properties. Glycyrrhizinic acid, one of the primary components of licorice root extracts, is 30 to 50 times sweeter than sucrose. It works well as a natural non-cariogenic sweetener and also for masking bitter flavors in toothpaste. Ammonium glycyrrhizate also has mild surfactant properties.

GfN Selco's ammonium glycyrrhizinate is NATRUE certified 98% purity ammonium glycyrrhizate obtained from licorice roots.

Preservatives

Preservation is one of the most important aspects of oral care formulations. Preservatives prevent the growth of microorganisms, ensuring their safety, stability, and efficacy. Our innovation partners offer a variety of natural preservatives and boosters that are suitable for use in oral care formulations.

GreenGard™ BA bio

Benzoic Acid

#Natural #Antimicrobial

Green Line's 100% natural benzoic acid is derived from cinnamon with reliable antimicrobial activity. Effective at low use levels, can be combined easily with other organic acids, and is especially suited for highly aqueous systems like mouthwash.

GreenGard™ PA12

Sodium Phytate

#Co-Preservative #Chelator

Green Line's 100% naturally derived chelating agent and co-preservative for oral care. Has a high affinity for binding metal ions to control microbial growth and prevent unwanted reactions in formulations.

Natural Benzyl Alcohol

Benzyl Alcohol

#Antibacterial #Antifungal

Green Line's plant derived natural benzyl alcohol is a potent non-traditional preservative. Effective against both bacteria and fungi across a broad pH range, including the neutral-to-alkaline range of most toothpastes.

Gums & Thickeners

Gums and thickeners provide structure, which helps to maintain composition uniformity and ensure the active ingredients are homogeneous throughout. This is critically important for toothpaste, which contains a high amount of suspended solids.

Clearthix® S

Cellulose Gum, Algin

#Thickener #Moisturization

A versatile, cost effective, transparent water thickener based on Cellulose Gum and Alginate; Alchemy's Clearthix® S creates smooth flowable textures with moisturizing properties. It can be used at room temperature as a viscosity modifier.

Cekol® Sodium Carboxymethyl Cellulose

Cellulose Gum

#RheologyModifier

Nouryon's Cekol® CMC is a water-soluble polymer derived from wood or cotton cellulose and produced to a minimum of 99.5% purity. It is a bio-based and biodegradable hydrocolloid that hydrates and dissolves readily in hot or cold water. By choosing the right type of Cekol® CMC, formulators can achieve the desired rheology for any aqueous system, including suspensions and emulsions. In addition to controlling the rheology, Cekol® CMC is known for its excellent water retaining and film forming capacity. Cekol® 2000A is recommended as a binder for toothpaste formulations due to its viscosity build and broad compatibility with common abrasives.

Explore our complete oral care catalog.

#Trending

Omya is your resource for staying on top of the latest trends in oral care. From staples like toothpaste to emerging formats, Omya has the materials and know-how to help brands and manufacturers succeed in this evolving wellness space.

#Hydroxyapatite

Public scrutiny of fluoride is at an all-time high, and hydroxyapatite has quickly become the go-to ingredient for natural and fluoride-free oral care. Hydroxyapatite, the mineral component of human teeth, has been safely used in toothpaste for decades and is clinically proven to be effective against tooth decay and sensitivity.

Recommended solutions:

Omyadent® 100 for remineralization

Omyadent® 200 for sensitivity relief

Since 2017, fluoride-free oral care launches have remained steady, while hydroxyapatite-containing products have steadily increased—surpassing fluoride-free claims for the first time in 2024.[1]

#Skinification

The influence of skin care regimens on other personal care segments knows no bounds, and oral care is the latest target. Consumer needs are evolving, creating new usage moments and expanding product formats. Serums and masks are trending.

What new formats will arise in 2025?

Recommended solution:

Vita Hya-moist® Sodium Hyaluronate

The influence of TikTok and social media has propelled the popularity of aesthetically pleasing and ingredient-conscious oral care products.[2]

#OilPulling

In 2024, oil pulling took social media by storm. Oil pulling is an ancient Ayurvedic practice in which one swishes with a tablespoon of oil, pulling it between the teeth, to detoxify the mouth. The mounting evidence supporting the importance of the oral microbiome is driving interest in pulling oils as a safe alternative to antiseptic mouthwash.

Recommended solutions:

Akocare Coconut Oil™

Akosun™ Sunflower Oil

TikTok and Instagram continue to popularize oil pulling, often framed as a holistic beauty routine. There are more than 350M views of #oilpulling on TikTok and 90K posts on Instagram.[3]

(1, 3) Mintel

(2) Euromonitor

Fortify Natural Toothpaste Fluoride-Free

01145-89

Fluoride-free, silica-free and SLS-free natural toothpaste that works to repair microscopic defects while smoothing and whitening the tooth surface.

	Ingredients	INCI Nomenclature	Suppliers	% w / w
A	DI-Water	Water (Aqua)	---	qs
	GENENCARE® OSMS-BA	Betaine	IFF Health & Biosciences	1.000
	Natural Gardenia Blue Powder Extract A-80-A	Hydrolyzed Gardenia Florida Extract, Maltodextrin	Omya	0.015
	Sorbitol (70%)	Sorbitol, Water	---	27.000
	Erylite® Stevia 400	Erythritol, Stevia Rebaudiana Extract	Jungbunzlauer	0.200
B	Omyadent® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya	5.000
	Omyacare® S 70-AZ	Calcium Carbonate	Omya	15.000
C	Propanediol	Propanediol	---	10.000
	GLE Organic Glycerin	Glycerin	Green Line, LLC	5.000
	Clearthix® S	Cellulose Gum, Algin	Alchemy Ingredients	1.200
D	Natural Benzyl Alcohol	Benzyl Alcohol	Green Line, LLC	0.300
	Peppermint Oil	Mentha Piperita (Peppermint) Oil	---	1.200
				100.000

Procedure

1. Add water followed by the remaining Phase A ingredients, one ingredient at a time, ensuring each ingredient is fully dissolved before adding the next.
2. Pre-mix Phase C and slowly add to Phase A. Increase agitation as needed. Mix for 15 minutes.
3. Slowly add Phase B to Phase A/C under low agitation until powders are wetted. Increase agitation and mix until cream is smooth and homogeneous, at least 30 minutes. Homogenize if needed.
4. Cool to below 35°C and add Phase D ingredients. Mix under low agitation for 5 minutes or until completely incorporated.

How To Use

Apply a pea sized amount to toothbrush and brush all surfaces of teeth for at least 2 minutes.

Healthy Start Toddler Training Tooth Gel

MC23-66A

Nonabrasive gel toothpaste formulated specifically to help young children learn how to brush their teeth. With Omyadent® 100 for natural remineralization, and only ingredients that are safe if accidentally swallowed.

	Ingredients	INCI Nomenclature	Suppliers	% w / w
A	DI-Water	Water (Aqua)	---	qs
	Stevia RA98	Stevia Rebaudiana Leaf Extract	---	0.020
	Natural Gardenia Red Powder Extract A-30 Type N	Hydrolyzed Gardenia Florida Extract, Maltodextrin	Omya	0.003
B	GLE Organic Glycerin	Glycerin	Green Line LLC	35.000
	Clearthix® S	Cellulose Gum, Algin	Alchemy Ingredients	1.500
	Xanthan Gum	Xanthan Gum	---	0.200
C	Omyadent® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya	5.000
D	Lauryl Glucoside	Lauryl Glucoside	---	2.000
	Natural Benzyl Alcohol	Benzyl Alcohol	Green Line, LLC	0.300
	Natural Flavor	Flavor	---	qs
E	Citric Acid (50% solution)	Citric Acid	---	qs
				100.000

Procedure

1. Add Phase A ingredients to a clean mixing vessel and begin mixing with an overhead mixer and propeller.
2. In a separate container, preblend Phase B ingredients to create a homogeneous slurry.
3. Slowly add Phase B into Phase A with continuous mixing. Increase agitation as needed.
4. Transfer batch to a homogenizer or planetary type mixer and slowly add Phase C with continuous mixing. Mix until batch is uniform and free from lumps.
5. If using a homogenizer, transfer batch to a overhead mixer with sweep impeller (or continue in planetary type mixer).
6. Add Phase D ingredients, one at a time, mixing until each material is uniformly disperse before proceeding to the next ingredient.
7. Adjust to target pH with Phase E if needed.

How To Use

Apply a pea sized amount to an extra soft bristle toothbrush and gently brush teeth for two minutes. Expectorate when finished.

Active Detox Natural Toothpaste with Charcoal Cosmospheres®

JN-01-01-01

Dual action toothpaste with Omyadent® and Cosmospheres® protects your smile and releases odor-neutralizing activated charcoal while brushing.

	Ingredients	INCI Nomenclature	Suppliers	% w / w
A	DI-Water	Water (Aqua)	---	qs
	Sorbitol (70%)	Sorbitol, Water	---	20.00
	Erylite® Stevia 400	Erythritol, Stevia Rebaudiana Extract	Jungbunzlauer	0.10
B	Omyadent® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya	5.00
	Omyacare® S 70-AZ	Calcium Carbonate	Omya	40.00
C	GLE Organic Glyerin	Glycerin	Green Line, LLC	5.00
	Cekol® 2000	Cellulose Gum	Nouryon	0.80
D	Puract WS Conc.	Sodium Methyl Cocoyl Taurate	Innospec	4.00
	Natural Benzyl Alcohol	Benzyl Alcohol	Green Line, LLC	0.30
	Peppermint Oil	Mentha Piperita (Peppermint) Oil	---	1.20
	Cosmospheres® Carbon	Mannitol, Microcrystalline Cellulose, Charcoal Powder	Omya	2.00
				100.00

Procedure

1. Add water followed by the remaining Phase A ingredients, one ingredient at a time, ensuring each ingredient is fully dissolved before adding the next.
2. Pre-mix Phase C and slowly add to Phase A. Increase agitation as needed. Mix for 15 minutes.
3. Slowly add Phase B to Phase A/C under low agitation until powders are wetted. Increase agitation and mix until cream is smooth and homogeneous, at least 30 minutes. Homogenize if needed.
4. Cool to below 35°C and add Phase D ingredients. Mix under low agitation for 5 minutes or until completely incorporated.

How To Use

Apply a ribbon to toothbrush and brush teeth for 2 minutes.

Vitality Anti-Aging Tooth & Gum Serum

SH-02-24-05

Reclaim the things you love by incorporating this oral health serum into your daily beauty routine. Formulated with Omyadent® 200 to soothe sensitive teeth* and a blend of nourishing oils to rejuvenate your gums.

*Omyadent® 200-OG is not an FDA monographed active ingredient for tooth desensitization.

	Ingredients	INCI Nomenclature	Suppliers	% w / w
A1	DI-Water	Water (Aqua)	---	qs
	Propanediol	Propanediol	---	20.00
A2	GLE Organic Glycerin	Glycerin	Green Line, LLC	5.00
	Evicare® aquatex 80	Xanthan Gum	Evident Ingredients	0.50
B	Labrafac® CC MB	Caprylic/Capric Triglyceride	Gattefossé	3.00
	Vita HempSeed Oil Ref®	Cannabis Sativa Seed Oil	QUIMIVITA PRODUCTS SL	2.00
	Natralipid® Meadowfoam	Limnanthes Alba Seed Oil	Nature's Crops International	3.00
	Emulpharma® AGC MB	Glyceryl Stearate, Cetearyl Alcohol, Stearic Acid, Sodium Lauroyl Glutamate	Sharon Laboratories Ltd.	5.00
	Evicare® toco mix	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients	0.20
C	Omyadent® 200	Calcium Carbonate, Hydroxyapatite	Omya	5.00
	Ammonium Glycyrrhizinate	Ammonium Glycyrrhizinate	GfN & Selco	0.50
	Stevia RA 98%	Stevia Rebaudiana Leaf Extract	Cellmark	qs
	Flavor	---	---	qs
				100.00

Procedure

1. Add Phase A1 and begin mixing and heating to 70-75°C.
2. Combine Phase A2 and add to Phase A1. Mix well for 10 minutes until Xanthan Gum is dispersed.
3. Combine Phase B and heat to 70-75°C. Add to Phase A and homogenize for 3-5 minutes. Return to regular mixing.
4. At 40°C or below, add Phase C and mix well until homogeneous.
5. Adjust pH to 7.

How To Use

Massage onto affected area with fingertip or interdental brush.

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