FOR TEETH
FOR GUMS
FOR YOU
CURAPROX
The greatest medicine of all is teaching people how not to need it.
Hippocrates
SWISS PREMIUM
ORAL CARE

THIS CATALOGUE LEAVES (NOT) A MARK

We care about oral health. And we do so about our environment. That's why paper, inks and additives of this catalogue are fully recyclable and absolutely non-toxic. In accordance with the 'cradle to cradle®' approach, they can be completely returned to their corresponding material cycles at the end of their 'life'. The result: 0% waste - and this over several product cycles. That's the big difference between 'cradle to cradle®' and conventional recycling. A clean job, isn't it?

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WORKING TOGETHER FOR THE BEST ORAL HEALTH – THANK YOU FOR OUR VALUABLE PARTNERSHIP

Good health is priceless. Too often, we do take a healthy, perfectly functioning body for granted. This has been brought into sharp focus this year by the Coronavirus pandemic.

As a dental professional, you can help your patients to stay healthy... without the burden of conditions that can be removed, minimised or completely avoided with the right tools, treatments and philosophies.

The Curaden family and you, as a dental professional, share the same focus and passion. People, their oral health and their overall health are the centre of our world. Together we make an exceptional team: Curaden creates sustainable, effective products that quickly bring visible and measurable success – and that are so much fun to use. You, meanwhile, deal directly with the patients, taking care of their oral health and making sure they use the products in the right way. This is the winning team in the fight against caries, bacteria and chronic diseases.

We are constantly delighted by your contribution and we will strive to do everything we can to make our partnership even more successful. We are obsessed with developing the very best products – thus offering you the ultimate support in your role as a dental professional, teacher and coach.

It is thanks to our tireless research efforts that we've discovered 'Perio plus regenerate' – a miracle weapon against viruses. This antibacterial mouthwash is extremely effective in protecting the oral mucosa and leaves no chance for viruses to penetrate. You can find out more on page 12. Our products for babies (page 26) also represent a valuable contribution to health protection – starting with newborn babies. We introduce the youngest children to oral care in a playful way. As you'd expect, our soothers relax babies. But they can also slow down and even reverse incipient crossbite developments.

And we have great news for toothbrush fans who love a gentle, effective brushing experience. Now you can try sensationally gentle with the new CS 12460 velvet. 12,460, ultra-fine filaments gently envelop the tooth and sulcus, cleaning with unprecedented care and efficiency. Try it out!

In conclusion dear dentist or dental professional, we support you with products and techniques that are fun to use – and quickly bring visible results. Which encourages your patients to care more for their teeth and gums. This, combined with your incredible efforts to motivate them, means we can both feel proud of our contribution to good health. Thank you for our valuable partnership.

Sincerely,
Ueli Breitschmid

MICROBIOME

HOW TO ENSURE A BALANCED MICROBIOME: THE LATEST STUDIES

HEALTHY EATING

How does a low carb diet affect gingivitis and periodontitis? In Woelber et al's study, a group of participants changed to a diet low in carbohydrates but rich in Vitamin C and D, fibre, anti-oxidants and Omega 3 fatty acids. Four weeks later, they had significantly lower inflammation levels.

Woelber JP, Bremer K, Vach K, König D, Hellwig E, Ratka-Krüger P, Al-Ahmad A, Tennert C. (2016): An oral health optimized diet can reduce periodontal and gingival inflammation in humans – A randomized controlled pilot study. BMC Oral Health. 2016 Jul 26;17(1):28. doi: 10.1186/s12903-016-0257-1. Erratum in: BMC Oral Health. 2016 Oct 6;16(1):109. PMID: 27460471

PROBIOTIC PASTILLES

If periodontitis patients get into the habit of sucking probiotic pastilles alongside measures such as scaling, the depth of their pockets decreases.

Mitic K, Kaftandzieva A, Popovska M, Ivanovski K, Pandilova M, Georgieva S, Pesevska S, Stojanovska A, Kapusevska B, Janev E, Mijoska A (2017): Probiotics and Oral Health. Research Journal of Pharmaceutical, Biological and Chemical Sciences. 8. 1021-9. https://www.researchgate.net/publication/317064037_Probiotics_and_Oral_Health

THE IMPORTANCE OF THE ORAL MICROBIOME

As Kilian et al point out: According to some studies, the bacteria in the mouth closely corresponds with a range of systemic diseases, such as cardiovascular disorders, rheumatic arthritis, strokes, inflammatory diseases of the internal organs, colorectal cancer, respiratory tract inflammation, meningitis and many more. A balanced oral microbiome is highly recommended.

Kilian M, Chapple ILC, Hannig M, Marsh PD, Meuric V, Pedersen AML, Tonetti MS, Wade WG, Zaura E: (2016): The oral microbiome – an update for oral healthcare professionals. British Dental Journal, 2016, pp. 657-66. DOI: 10.1038/sj.bdj.2016.865.

IT STARTS WITH BRUSHING

A young, cavity-free adult's interdental biofilm contains pathogens that can cause approximal cavities. Many of these pathogens cause heart and other systemic diseases. Daily disruption of the interdental biofilm is crucial.

Bourgeois D, David A, Inquimbert C, Tramini P, Molinari N, Carrouel F (2017).: Quantification of carious pathogens in the interdental microbiota of young caries-free adults, PLoS One. 2017 Oct 10;12(10):e0185804. doi: 10.1371/journal.pone.0185804. eCollection 2017 https://www.ncbi.nlm.nih.gov/pubmed/29016613

ORAL CLIMATE CHANGE

As we all know, sugar encourages cavity-causing bacteria. But it also inhibits the growth of many bacteria beneficial to the health of dental enamel... simply because the metabolism of the bad bacteria causes the pH levels in the mouth to decrease.

Peterson S N, Snesrud E, Liu J, Ong A C., Kilian M, Schork N J, Bretz W (2013): The Dental Plaque Microbiome in Health and Disease. Published: March 8, 2013, PLoS ONE, https://doi.org/10.1371/journal.pone.0058487

SHOCKING P GINGIVALIS RESULTS

A study found that 19% percent of participants had porphyromonas gingivalis in their interdental biofilm. These results were shocking – all the participants were young adults with good oral health. Porphyromonas gingivalis can cause loss of jaw bone – and, together with tannerella forsythia and treponema denticola, it can lead to systemic disease

Carrouel F, Viennot S, Santamaria J, Veber P, Bourgeois D (2016): Quantitative Molecular Detection of 19 Major Pathogens in the Interdental Biofilm of Periodontally Healthy Young Adults. Front Microbial. 2016 Jun 2;7:840. doi: 10.3389/fmicb.2016.00840. eCollection 2016

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CHLORHEXIDINE WITH A NATURAL BOOST

With ‘Perio plus’, you get an all-new range of antibacterial mouthwashes with CHX... and Citrox® natural bioflavonoids extracted from bitter oranges.

The combination of CHX and Citrox® is more powerful than CHX alone. Citrox® has been proven to improve the efficacy of CHX. This is CHX, with minimal adverse side effects and a great taste... and it won’t irritate the taste buds.

The best conditions for treatment compliance.

THE NEW POWER COUPLE: CHX AND CITROX®

Chlorhexidine has been prescribed by dentists for decades… because it works. But patients often complain that traditional CHX is unpleasant to use. Now you can recommend ‘Perio plus’. It tastes amazing and it won’t affect the sense of taste. It’s also exceptionally effective. The antibacterial qualities of CHX are strengthened by Citrox®, which contains nine natural bioflavonoids extracted from bitter oranges. It’s been proven that CHX and Citrox® are more effective than CHX alone. They’re quite the power couple.

Perio plus

- **Treatment compliance done right**
- **CHX in proven concentrations for mouthwashes, gel and toothpaste**
- **In combination with Citrox®/P-Complex: the natural bitter orange extract for increased antiseptic effects and the amino acid polylysine for substantivity**
- **With the copolymer PVP/VA for an extra strong protective film on the mucosa and teeth**
- **With xylitol for a pleasant sweet taste, protection against caries and strong teeth**
- **Particularly powerful and effective against a very broad range of microorganisms**
- **Controls and delays the build-up of biofilm (plaque regrowth)**
- **Ensures treatment compliance thanks to a pleasant flavour: developed by Givaudan**
- **No impact on the sense of taste**
- **The discolouration typical of CHX is minimal if used properly**
- **No alcohol**

Antiseptic mouthwashes are sometimes necessary. But to keep this to a minimum, it is important to turn to mechanical cleaning using reliable products. This may sound hard, but it’s actually soft and gentle – even on the approximal surfaces; see the ‘CPS prime’ on page 58.

Chlorhexidine – tried and tested
It has transformed dentistry, especially when it comes to periodontology and oral surgery: chlorhexidine. It is feared by germs like Porphyromonas gingivalis. For over 50 years, CHX has been the gold standard in dentistry despite its unpleasant taste, enamel discolouration and disruption to the palate. Although these side effects are reversible, it does mean that treatment compliance could be improved.

Bitter orange bioflavonoids
Antiseptic effects dating back millions of years: Citrox® consists of nine bioflavonoids from bitter orange, also known as Citrus aurantium amara. Citrox® antiseptic effect is stronger and broader than that of CHX. It is also antifungal, antiviral, completely natural and free of side effects. In combination with polylysine amino acids, Citrox® retains substantivity like CHX.

CHX with the power of nature: Perio plus
What is more potent, CHX or Citrox®? Malic et al. investigated this question in 2013*. The results are staggering: Citrox® is shown to be more effective than CHX. However: The combination of CHX and Citrox® shows the best performance of all, which is exactly why ‘Perio plus’ combines CHX with Citrox®. Thanks to this enhanced efficacy, ‘Perio plus’ can, if appropriate, be dosed at a lower CHX level.

*Malic S, Emanuel C, Lewis MAO and Williams DW. Antimicrobial activity of novel mouthrinses against planktonic cells and biofilms of pathogenic microorganisms. Microbiol Discov. 2013; 1:11. http://dx.doi.org/10.7243/2052-6180-1-11

Protective film, anticaries
The copolymer PVP/VA has proven to be particularly mucoadhesive and therefore highly effective. The birch sugar xylitol provides both a sweet taste and protection against tooth decay. This is why we use both PVP/VA and xylitol in ‘Perio plus’.

- **Prevention and patient loyalty tip**
  Recommend that patients avoid consuming tobacco and highly discolouring foods during treatment: coffee, red wine, juices, green and black tea, berries, cherries, saffron and curry. Thanks to the strong effect of ‘Perio plus’, you can, if appropriate, lower the dosage or even reduce the duration of use. Both options further limit discolouration. And, of course, the additional mechanical cleaning also helps minimise discolouration.

What is Citrox®?
Citrox® is a natural bioflavonoid extract of bitter orange (Citrus aurantium amara). These bioflavonoids have a strong – and broad – antibiotic effect, and are antifungal and antiviral.

Over the last few decades, Citrox® has established itself as a preservative in the food industry as well as in surface applications, including for the disinfection of medical facilities.

This has attracted the interest of a number of dental professionals, leading to the 2013 discovery by Malic and her team: Citrox® is even more effective than CHX. There was also a second finding: In combination with CHX, Citrox® has an even stronger effect. Conclusion: Citrox® has been proven to increase the effect of CHX.

Citrox® is a real winner. And it’s completely natural.

‘PERIO PLUS’ IN TRIED AND TESTED CHX CONCENTRATIONS

‘Perio plus’ is the new CHX range from Curaprox. It combines Citrox® with CHX in the tried and tested concentrations of 0.05 %-0.5 %. Introducing ‘forte’, ‘protect’, ‘balance’ and ‘regenerate’ mouthwashes, ‘focus’ gel and ‘support’ toothpaste. Citrox® and CHX: Fighting harmful oral bacteria together.

CURAPROX PERIOPLUS+

With hyaluronic acid: ‘Perio plus regenerate’ and ‘Perio plus focus gel’
Hyaluronic acid is especially beneficial for the healing of wounds: hyaluronic acid moisturises the upper layers of tissue, promoting growth and stabilisation of the tissue, reducing the risk of complications and accelerating the healing process. This is because hyaluronic acid facilitates cell migration and proliferation, promotes the formation of granulation tissue, combats inflammatory processes and accelerates re-epithelialization.

‘Perio plus regenerate’ mouthwash with hyaluronic acid can be used over long periods of time, thanks to only 0.09 % CHX. ‘Perio plus focus’ gel with 0.5% CHX – which also contains Citrox® and hyaluronic acid – is suitable for precise local applications for up to ten days.

Perio plus forte Mouthwash

Active ingredients
- Chlorhexidine 0.2 %
- Citrox®
- Xylitol
- PVP/VA
- Polylysine

‘Perio plus forte’ offers the best antibacterial effect, e.g. for short-term and highly effective intensive care before and after invasive dental treatment.

Perio plus protect Mouthwash

Active ingredients
- Chlorhexidine 0.12 %
- Citrox®
- Xylitol
- PVP/VA
- Polylysine

‘Perio plus protect’s’ moderate dosage provides phased antiseptic support for oral hygiene, which is ideal during the treatment of gingivitis, periodontitis and peri-implantitis.

Perio plus regenerate Mouthwash

Active ingredients
- Chlorhexidine 0.09 %
- Citrox®
- Hyaluronic acid
- Xylitol
- PVP/VA
- Polylysine

Thanks to the addition of hyaluronic acid, ‘Perio plus regenerate’ accelerates tissue renewal, particularly during the healing process.

Perio plus balance Mouthwash

Active ingredients
- Chlorhexidine 0.05 %
- Citrox®
- Sodium fluoride
- Xylitol
- PVP/VA
- Polylysine

‘Perio Plus balance’ reduces the risk of caries and gingivitis for wearers of orthodontic appliances; in cases of treatment-related dry mouth; in cases of motor impairment. For long-term use.

Perio plus focus Gel

Active ingredients
- Chlorhexidine 0.5 %
- Citrox®
- Hyaluronic acid
- Xylitol
- PVP/VA
- Polylysine

With the highest dosage of CHX, ‘Perio plus focus’ inhibits inflammation caused by implants and dentures, and protects against periodontitis and peri-implantitis. It also contains hyaluronic acid to ensure accelerated tissue renewal.

Perio plus support Toothpaste

Active ingredients
- Chlorhexidine 0.09 %
- Citrox®
- Sodium fluoride
- Hyaluronic acid
- Xylitol
- PVP/VA
- Polylysine

‘Perio plus support’ is free of sodium laureth sulphate (SLS), thus ensuring the success of CHX treatments. At the same time, it contributes to the treatment’s success with its own active ingredients.

ORTHO

FOR PATIENTS WITH BRACES

Removing plaque becomes more difficult for patients who wear braces. At Curaprox, we have everything your patients need to give their braces and their oral health the ultimate in tender, loving care.

CS 708 implant | ortho

See page 41
The super compact brush head gives you the perfect cleaning angle. And you can bend the CS 708 to find the exact angle to reach the previously unreachable places.

Hydrosonic pro

See page 16
Professional dental care: With ‘Hydrosonic pro’ you get that professionally cleaned feeling every time you brush – even with braces, implants, sensitive gums... and those hard-to-reach spots.

CS 5460 ortho

- For clean braces, teeth and gums
- So gentle
- 5,460 Curen®-filaments...
- ... each 0.1 mm in diameter
- Special groove in the filaments wraps around braces and clasps
- With practice logo on request
- Developed at the request of dentists

CPS 14 und CPS 18

- For cleaning under wires
- CPS 14 for internal wires
- CPS 18 for external wires
- Our click system for all holders is kinder on the planet

Ortho Wax

- Protects oral mucosa
- No more cuts
- Easy to shape
- Easy to apply
- Easy to remove

Perio plus

See page 12
The antibacterial mouthwash with CHX – and Citrox® natural bioflavonoids extracted from bitter oranges. Reduces the risk of caries and gingivitis for people wearing orthodontic appliances. Also suitable for long-term use.

SONIC TECHNOLOGY INCREDIBLY GENTLE SUPER EFFECTIVE

The **Hydrosonic pro**. Professional teeth cleaning with sonic technology and innovative Swiss brush heads – for exceptional oral care.

Three brush heads developed by oral health professionals: **Power, sensitive and single.** Ultra-fine Curen®-filaments. The Curacurve® bend. Imagine enjoying that professionally cleaned feeling every time you brush – even with braces, implants, sensitive gums... and those hard-to-reach spots.

And the **'Black is white' sonic toothbrush** with its 'Carbon' brush head – featuring activated carbon filaments to further enhance the whitening effect of the 'Black is white' toothpaste.

SO PROFESSIONAL, SO VERSATILE, SO SIMPLE

We developed the ‘Hydrosonic pro’ sonic toothbrush to give your patients professional support for their oral health. This includes

1. tender loving care for the sulcus
2. preventative and special care for patients with braces or implants
3. the treatment and prevention of gingivitis and periodontitis.

And it’s so simple to use – just one button for all functions... with blue LEDs to indicate the function. In seven steps it switches from 22,000 to 42,000 brush strokes a minute – to give patients a wonderfully gentle, wonderfully powerful clean. Innovative Swiss brush head technology with Curen®-filaments and Curacurve® ergonomics make the Hydrosonic pro unique. Available exclusively in dental surgeries.

Hydrosonic pro

- **Professional teeth cleaning. Every day.**
- **Tender, loving care for the teeth, gums and sulcus**
- **Also perfect for patients with braces or implants**
- **Treats and prevents caries, gingivitis, periodontitis and peri-implantitis**
- **From 22,000 to 42,000 wonderfully gentle brush strokes a minute**
- **Seven different cleaning levels**
- **Supports the hydrodynamic effect**
- **Three innovative brush heads: power, sensitive and single**
- **60 minutes brushing from one charge**
- **The power remains exactly the same throughout the charge**
- **Charging via USB**

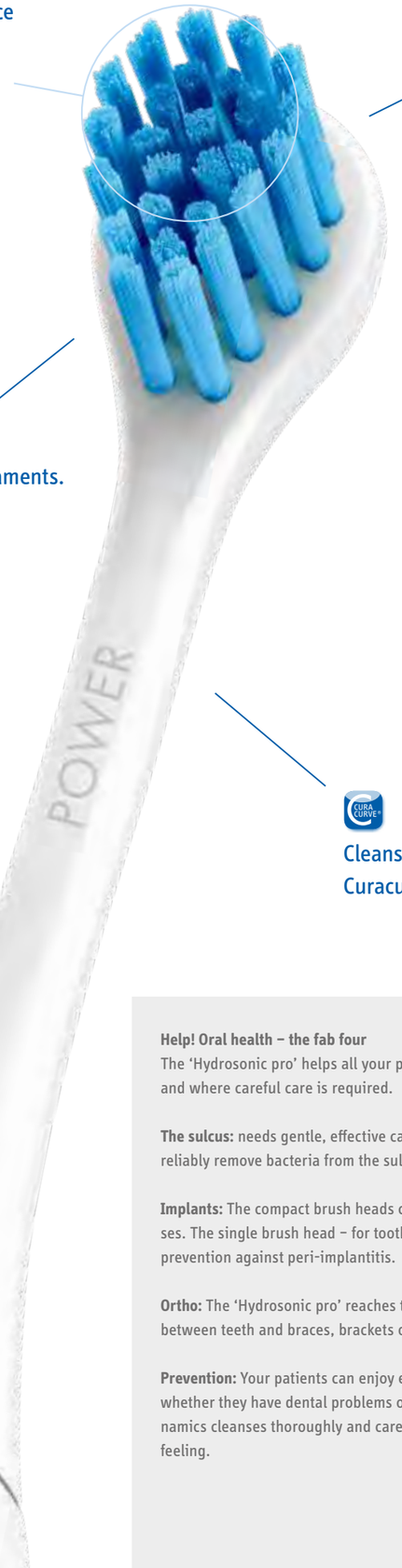
Brushing braces and implants with the seven-tuft brush? See page 41.

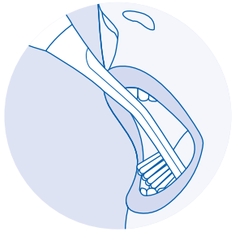
Larger cleaning area: improved performance even in those hard-to-reach spots

Envelop each individual tooth – innovative water drop-shaped design

No unpleasant vibrations – thanks to the rubberised back

Ultra-fine Curen®-filaments. Gentle. Effective.





Cleans even in hard-to-reach areas... thanks to Curacurve® – small bend, big difference

Help! Oral health – the fab four
The ‘Hydrosonic pro’ helps all your patients. It strengthens oral health both with everyday prevention and where careful care is required.

The sulcus: needs gentle, effective care to prevent gingivitis. Ultra-fine filaments and rapid movement reliably remove bacteria from the sulcus and clean without injury.

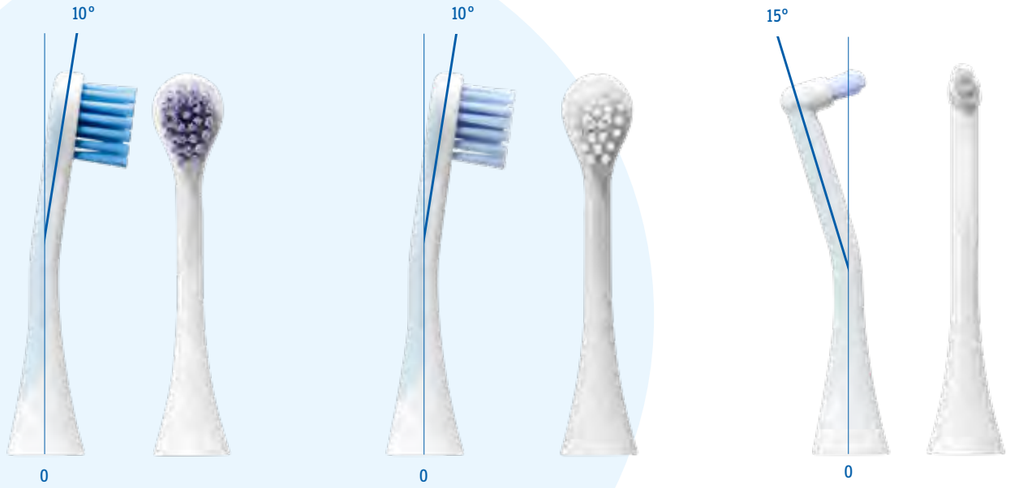
Implants: The compact brush heads clean hard-to-reach places around implants and fixed prostheses. The single brush head – for tooth-by-tooth and gumline brushing – gives your patients the best prevention against peri-implantitis.

Ortho: The ‘Hydrosonic pro’ reaches the critical areas with the highest risk of plaque – contact points between teeth and braces, brackets or retainers... and cleans gently and efficiently.

Prevention: Your patients can enjoy exceptional prevention as part of their daily oral health routine... whether they have dental problems or not. The full, gentle power of sonic technology and hydrodynamics cleanses thoroughly and cares for the gums, teeth and sulcus... for that professionally cleaned feeling.

A BRUSH HEAD FOR EVERY SCENARIO

Click on and start brushing – safe in the knowledge you're doing the best you possibly can for your oral health. This is thanks to three innovative brush heads – developed and manufactured in Switzerland – that work gently and effectively. Thanks to Curen®-filaments, brushing feels incredibly gentle – and the droplet shape of the brush heads adds to the efficiency. And thanks to Curacurve® ergonomics, the brush heads easily get to all those hard-to-reach spots.



Brush head 'power'

- Intensive-yet-caring tooth cleaning
- For use with healthy gums
- With Curen®-filaments
- Droplet-shaped design
- Extra small, extra precise
- With Curacurve® – small bend, big difference
- Reaches all critical areas
- Rubberised back
- Supports the hydrodynamic effect
- Developed with Professor Dr Ulrich P. Saxer
- Made in Switzerland

Brush head 'sensitive'

- Very gentle on sensitive gums
- For sensitive gums, gingivitis, periodontitis and peri-implantitis
- With Curen® filaments
- Droplet-shaped design
- Extra small, extra precise
- With Curacurve® – small bend, big difference
- Reaches all critical areas
- Rubberised back
- Supports the hydrodynamic effect
- Developed with Professor Dr Ulrich P. Saxer
- Made in Switzerland

Brush head 'single'

- Extra small brush head
- For the gaps between teeth and braces, brackets, arches, wires, bridges and implants
- For intensive sulcus care
- For cleaning around malpositioned teeth
- For polishing tooth surfaces
- With Curen® filaments
- Extra small for highly precise cleaning
- With Curacurve® – small bend, big difference
- Reaches all critical areas
- Rubberised back
- Developed with oral health expert Jiří Sedelmayer
- Made in Switzerland

The filaments
Compared with standard nylon bristles, Curen®-filaments have the benefit of not adsorbing water. Performance is constant. Curen® stays incredibly soft and feels wonderful – even at 42,000 pulsations per minute.

The ergonomics
Curacurve® is a bend in the brush of only 10 or 15 degrees. But it makes a world of difference. Now you can easily clean the difficult areas – the back of the front teeth, behind the molars and premolars.

Enveloped
Thanks to Curacurve® technology, the filaments reach every spot and clean perfectly. Prof. Ulrich P. Saxer designed thebrush heads 'sensitive' and 'power' in the shape of a water droplet. They feature long filaments on the outside and short filaments on the inside. This allows each tooth to be enveloped individually for optimum mechanical and hydrodynamic cleaning.

Comfort
Electric toothbrushes can feel unpleasant if the back of the brush head touches a tooth. So we rubberised the back of the brush head... in a way that doesn't impair cleaning performance. That's innovative Swiss brush head technology.

THE WOW FACTOR! DENTISTRY MEETS DESIGN

The usual gentle, effective, cleaning power of Curaprox. Super styled. Treat your teeth to up to 42,000 wonderfully gentle brush strokes a minute. The Hydrosonic ‘Black is white’ even cleans the interdental spaces thanks to the hydrodynamic effect. Also perfect for patients with implants, bridges and braces.

Hydrosonic ‘Black is white’

- **The wow factor! Dentistry meets design**
- **22,000, 32,000 or 42,000 wonderfully gentle brush strokes a minute**
- **Brush heads with activated carbon filaments for gentle whitening**
- **More than 60 minutes of brushing**
- **Charging via USB**
- **the hydrodynamic effect**
- **Developed in Switzerland with Prof. Ulrich P. Saxer**

The hydrodynamic effect
Now your patients can enjoy the powerful results of water in motion. The brush head swirls around the mixture of saliva, water and toothpaste at high speed. There’s no hiding place for the bacteria and plaque. It’s instantly flushed out. That’s the hydrodynamic effect. To see the difference... Hold the brush horizontally in a glass of water, 2mm-3mm under the surface. Watch the water bubble. Then repeat the test with a standard electric toothbrush.

CURAPROX
BLACK IS WHITE

Anything else?
There’s the Curacurve® ergonomics: this bend in the brush head makes all areas in the mouth easily accessible. And with its black and stylish finish, it perfectly matches the Hydrosonic ‘Black is white’.

- **Prevention and patient loyalty tip**
  A sonic toothbrush can motivate like nothing else – especially when it looks as good as the ‘Hydrosonic Black is white’.

‘Black is white’ is the new black
‘Black is white’ products have innovative technology at their core. And that’s where the technology should stay – inside the product. On the outside, oral health products should look and feel beautiful.

Your eyes help you brush...
... and that’s why we’re obsessed with design as well as efficiency. Design matters. It motivates your patients to brush regularly. And it gives them stylish colourful or black-and-white accents in the bathroom.

Form and function
But we will never compromise on functionality and performance. This is how we developed our ‘Black is white’ concept – form and function in perfect harmony.

FOR PATIENTS WITH BAD BREATH

When it comes to feeling confident about teeth, gums and oral health, there are two main factors to consider – especially for younger people. The first is feeling great about an attractive smile. The second is feeling self-assured about breath. For younger people, the tongue is often the main cause of halitosis. For older people, periodontitis and reduced saliva production can also be major factors. Careful oral hygiene is the best way to avoid or eliminate halitosis – and to feel fresh and confident. Halitosis affects 25% of the population. So your recommendations to your patients can make a significant difference.

CPS prime

See page 52
Super-fine filaments for super-clean interdental spaces... the foundation for great oral health and fresh breath. Help your patients to say no to gum inflammation and bad breath. It's easy. Once in and out. Done.

Hydrosonic pro

See page 16
The bacteria and plaque that cause bad breath are instantly flushed out as the brush head swirls around the mixture of saliva, water and toothpaste at high speed.

CTC 202 tongue scraper

Features two blades – one smooth, one serrated – which work together to thoroughly remove the bacteria that build up on the tongue. Fresh breath confidence in two seconds!

Enzycal

See page 68
Gentle, mild, effective, fresh-tasting toothpaste. With enzymes to boost the protective power of saliva... helping your patients to limit the growth of the bacteria that cause bad breath – and to prevent tooth decay.

Perio plus

See page 8
For longer-term cases of bad breath, try 'Perio plus balance' – a naturally effective mouthwash. It combats bacteria by combining CHX and Citrox® natural bioflavonoids extracted from bitter oranges.

'Black is white' chewing gum

Temporary relief from bad breath with a revolutionary enzymatic whitening chewing gum... that actually starts a flow of saliva. Chew your way to a healthier mouth and whiter teeth.

ORAL HEALTH FROM DAY ONE

Our ultimate **soother** supports – instead of hinders – the normal development of gums, teeth, the palate and jaw... and ensures optimal breathing.

The teething ring – with integrated training toothbrush – helps your child prepare for the day they start brushing their teeth.

And the **Curaprox Baby toothbrush** gives the gentlest care to precious teeth.

CALMS BABIES AND THEIR PARENTS

The Curaprox Baby soother with its flat suction tip, side wings and silicone membrane looks different from all the others. Developed by orthodontist Dr Herbert Pick, this is the ultimate orthodontic soother. It relaxes babies without the risk of dental displacement or the danger of jaw deformation. It prevents the teeth from moving... and prevents difficulties with overall health. Our soother supports the natural development of a baby's teeth, gums, palate and jaw... and supports language development and the natural swallowing process. And it ensures optimal breathing through the nose – good for concentration and restful sleeping. And, as such, it calms babies – and their parents!

Biofunctional soother

- **The ultimate orthodontic dummy**
- **Supports the natural development of your baby's teeth, gums, palate and jaw...**
- **... and ensures optimal breathing**
- **Natural breast sensation supports the natural swallowing process**
- **Developed by distinguished Dr Herbert Pick**
- **Biofunctional**
- **No harmful substances**
- **3-14 kilograms**
- **3 colours, 3 sizes**
- **With steriliser and transport box**
- **Recommended accessory: Soother holder**

Free from harmful substances: No Bisphenol A (BPA), no Phthalate, no azo-dyes.

- **Tip**
  The cleaning and transport box: Practical. Essential.

The flat tip helps to ensure the palate doesn't take on an abnormal, high-arched shape. This prevents teeth from moving and reduces problems with breathing, sleep and concentration.

The side wings guide the suction pressure to the jaw rather than the palate, ensuring the dental arch develops a nice, round shape... giving the milk teeth – which act as the placeholders for adult teeth – the space they need

The special, soft silicone membrane creates the same, pleasant sensation as a natural nipple and supports the natural swallowing process

Just click!
The soother holder stops the soother falling on the floor – where it can get dirty and contaminated. It's simple and secure. It won't get lost. It's always there for your child.

- **Top tip**
  Give away a free Curaprox Baby soother to your pregnant patients. It's a wonderful gesture that your patient will remember for a long time – and it encourages the best oral health from day one.

Are soothers good for your child?
When teenagers need orthodontic treatment, it's often because they used a dummy – or sucked their thumb – as a young child. 'In western Europe, 70-80% of children have a dummy and one in two of them develop a crossbite or an open bite,' says Dr of Dental Science Herbert Pick. In fact, only 20% of such 'malocclusions' are genetic.

Children with such problems are more prone to mouth breathing... which, in turn, leads to an insufficient supply of oxygen to the brain. This can cause developmental disorders. Dr Pick, who developed the Curaprox soother, says: 'There is a clear link between jaw abnormalities and a tendency towards mouth breathing, which can lead to problems such as disturbed sleep and difficulty concentrating. Poor posture has also been cited in the literature as a consequence of mouth breathing, along with speech and concentration disorders and even hyperactivity and heart conditions.'

For Dr Pick, a distinguished orthodontist in Kufstein, Austria, developing the ultimate soother became a personal mission... after his son developed a crossbite. 'I felt challenged, not just as a father but also as an orthodontist, and I wanted to know exactly why this crossbite happens and how it can be prevented,' he says.

As with all our baby products, the Curaprox soother was developed using our 'biofunctionality' ethos... thinking about cause and effect – and creating products that promote growth in a natural way.

TEETHING RING

TAKE AWAY TEETHING PAIN

For babies, the teething ring is a toy. For parents it takes away teething pain – their baby plays happily… and they're content. Developed by Dr of Dental Science Nadja-Marina Kellerhoff, the Curaprox Baby teething ring promotes the development of sensory and motor skills. It also gets babies used to brushing in a playful way thanks to the integrated massage and teaching brush. Teething is painful. But there's no need for parents to reach for the ointment. Babies will instinctively bite down on the teething ring and it will take their pain away. What a relief!

- **Teething ring top tip 1**
  When the first tooth breaks through, it's a celebration for parents… but not for the babies. They're in pain. Tell parents to try the Curaprox Baby teething ring before they go reaching for pain relief gel.
- **Teething ring top tip 2**
  Keep the teething ring in the fridge to intensify the child's relief!

Teething ring

- **Makes teething more pleasant – for babies and their parents!**
- **Promotes the development of sensory and motor skills**
- **A rattle to awaken the senses**
- **With massage and teaching brush**
- **Biofunctional**
- **Developed by Dr Nadja Marina Kellerhoff**
- **0–24 months**
- **3 colours**
- **No harmful substances**

Teeth grow in babies, but not in adults.
Even implants need proper care, see page 46.

Oral health from the very beginning – thanks to biofunctionality

Parents naturally want the best for their children. And we want the best for all our customers young and old. All Curaprox Baby products are developed with our biofunctionality ethos. That means analysing cause and effect – and designing products to support growth naturally. A biofunctional approach crucially allows us to recognise long-term consequences such as breathing problems. Our products are designed to eliminate undesirable effects. Put simply, biofunctionality means our products support – instead of hinder – the natural development of babies and small children.

TOOTHBRUSH

TENDER LOVING CARE

The Curaprox Baby toothbrush, developed by Dental Professor Adrian Lussi, makes cleaning teeth fun and joyful… and encourages quality parent-child time. The compact brush head reaches all areas of the mouth… ensuring every tooth is cleaned properly. At the same time, the rubberised brush head protects the oral mucosa. The 4,260 densely-packed Curen®-filaments – each with a diameter of just 0.09 mm – give gentle, exceptional cleaning. Brushing becomes more like stroking. The rounded handle ensures children get into the habit of holding their toothbrush correctly – with gentle pressure. And it fits perfectly into the hands of both children and parents. It goes without saying that it's toxin-free and completely safe to use.

- **Top tip for patients**
  Try two baby toothbrushes: One for the child to take ownership of and to playfully practice brushing with. The other for parents to use afterwards to ensure a thorough clean. Find more tips and tricks at curaprox.com/baby

Baby toothbrush

- **Tender loving care**
- **Biofunctional**
- **Developed by Professor Dr Adrian Lussi**
- **4,260 Curen®-filaments with a diameter of 0.09 mm**
- **Rubberised brush head**
- **Round handle**
- **3 colours**
- **Free from harmful substances**

FOR PREGNANT PATIENTS

Pregnant patients can find it more difficult to look after their oral health. Hormonal changes make them more susceptible to a build-up of plaque – and also loosen the connective tissue. This increases the blood supply to the gums... leading to softer, more sensitive gums that swell more easily. That's why it's so important to recommend very gentle aids... which can, nevertheless, effectively remove and disorganise bacteria and biofilm – on the enamel, in the sulcus and in the approximal region.

CPS prime

See page 52
'CPS prime' interdental brushes give exceptional cleanliness in those difficult-to-reach narrow spaces... thanks to super-fine, extra-long, ultra-resilient filaments. Failing to clean the spaces between the teeth is a major health risk for anyone. And studies have also suggested a possible link between gum disease in pregnancy and a higher risk of premature birth. 'CPS prime' help to deal with or prevent gingivitis... and therefore the further risk of periodontitis.

Pregnancy cravings & morning sickness

Pregnancy cravings
For many pregnant women, cravings start in the first trimester – as early as five weeks into pregnancy – and get stronger in the second trimester. Those who crave acidic or sweet food or drink should take special care. The acidity of things like cola, orange juice, fruit and sugary sweets attack the structure of tooth enamel. Advise your pregnant patients not to eat or drink too many of these treats! When they do, they should take a sip of water straight afterwards...

.... and wait at least half an hour before brushing – the teeth enamel becomes weaker and more at risk of damage straight after consuming acidic food and drink.

Morning sickness
Similarly, with the nausea and vomiting common in pregnancy – often known as morning sickness – the acid in vomit can damage the teeth enamel. Patients should rinse the mouth with water after being sick and wait at least half an hour before brushing.

Enzycal 1450

See page 68
Enzycal 1450 toothpaste with fluoride helps your pregnant patients to enjoy the best oral health – delivered in the most gentle, mild and effective way. Your patients are more at risk of tooth decay during pregnancy. Sodium fluoride strengthens the tooth enamel and, after brushing, makes it resistant to acid attacks. It also remineralises the enamel, including areas that have come under attack... and minimises the growth of the harmful bacteria that can lead to tooth decay.

CS 5460

See page 38
Because gums are soft and even more sensitive during pregnancy, it's important to clean them gently. That's why our iconic CS 5460 toothbrush features 5,460 ultra-fine, gentle Curen®-filaments, densely packed on the compact brush head. This gives the patient gentle but exceptional power... to clean the teeth and the gumline without causing any injury.

EASE THE PRESSURE

Why do dental professionals recommend our iconic **CS 5460**? Two words. Gentle. And efficient. The precise **CS smart** is even more gentle. And our brand new **CS 12460 velvet** takes things to the next level... from the gentle caress when you start brushing to the silky smooth sensation after cleaning.

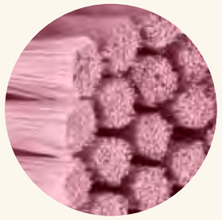
Meanwhile, the **CS 1006 single** – with its single tuft – is the ultimate in tooth-by-tooth and gumline cleaning.

Also introducing the fully flexible **CS 708 implant | ortho** with its super compact seven-tuft head to make sure your 'hard-to-reach' spots are now simple to get to.

After surgery and during radiotherapy of the oral cavity, the **CS surgical** comes to the rescue with an especially gentle clean.

And you can start them young with the **CS kids toothbrush** – recommended for children aged 4+.

THE GOLD STANDARD



These are an incredible 12.460Curen® filaments.
Each filament has a diameter
of almost hair-thin 0.08 mm.

NEW

Anyone who cleans with our toothbrushes knows how gentle they are. We've gone one better now: May we introduce you to the new 'CS 12460 velvet'? She comes with a total of 12,460 filaments standing close to close, forming a highly efficient yet caressingly soft cleaning surface. She leaves nothing but cleanliness, strokes sulcus and every single tooth; the enamel remains undamaged. Well, there's just one thing you have to do: Try it out!

CS 12460 velvet

- **The gold standard**
- **12,460 Curen®-filaments**
- **Each 0.08 mm in diameter**
- **Slightly angled, compact brush head for optimal cleaning**
- **Octagonal handle to ensure your patients brush at the correct 45 degree cleaning angle**
- **36 colour combinations**
- **Made in Switzerland**

36 colour combinations. Matt. Elegant. Beautiful.

Filaments

Brush

The Curaprox Difference: More is more
But what about 'less is more'? With Curaprox toothbrushes, a multitude of filaments on the brush head – 12,460 in the case of the CS 12460 velvet – create a large, densely-packed cleaning surface. Which means our special toothbrushes can reach and clean previously 'unreachable' places.

The Curaprox Difference:
Thin is better than thick
The 12,460 filaments are 0.08 mm in diameter – as fine as hair. The thinner the filaments, the better they can work together to form a dense cleaning surface... and the more effectively they can give the sulcus the tender, loving care it deserves.

The Curaprox Difference:
Curen® is better than nylon
Our ultra-fine Curen®-filaments make all the difference. The ultimate combination of fineness and elasticity – even when wet – prevents injuries and ensures unparalleled gentle, cleaning power.

The Curaprox Difference: Are there really 12,460 filaments?!
Yes, there are. To try the CS 12460 velvet is to believe it.

WHEN YOUR GUMS FALL IN LOVE

The CS 5460. Relentless on plaque. Relentlessly gentle on your teeth and gums...

All thanks to 5,460 ultra-fine, Curen®-filaments densely packed on the brush head to give gentle, exceptional cleaning power... so you can remove plaque effectively without causing damage. And what about that iconic design? An explosion of beautiful, joyful colour.

CS 5460

- **Brushing your teeth is pure joy**
- **5,460 Curen®-filaments...**
- **... each 0.1 mm in diameter**
- **Compact, angled head**
- **Octagonal handle for 45-degree brushing angle**
- **36 colour options**
- **Limited editions**
- **With practice logo on request**
- **Made in Switzerland**

Brushing is 70% of the battle. For the other 30%, please see from page 52.

The personal touch
We can print your practice logo on the CS 5460. Now, every time your patient brushes they'll be thinking of you!

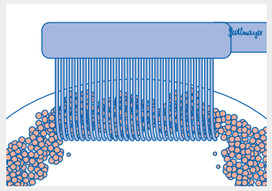
OH YES!

CS smart

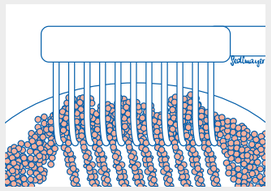
- **7,600 Curen®-filaments**
- **Each 0.08 mm in diameter**
- **Extra small brush head**
- **Octagonal handle**
- **18 colour options**
- **Developed by oral health expert Jiří Sedelmayer**
- **Made in Switzerland**

THE CS smart toothbrush – based on the CS 5460 – features an extra small brush head... but more Curen®-filaments. Dental experts recommend the CS smart because it's such a precise brush. Some 7,600 filaments are tightly packed together to give gentle, exceptional, cleaning power. The huge number of filaments make brushing unbelievably gentle and injuries all but impossible.

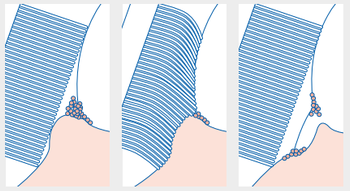
A multitude of ultra-fine filaments
You see it every day. Abrasions, shrinking gums, bleeding gums, exposed tooth necks. All caused by brushing with hard bristles and too much pressure.



Curaprox toothbrushes are gentle and effective – and remove plaque thoroughly while preventing enamel damage. How do we do this? Curen®-filaments are more rigid than conventional nylon bristles so they remain stable. They don't adsorb water so they stay dry in the mouth. All of which allows us to produce toothbrushes with an incredible amount of super-fine filaments.



By comparison, a standard toothbrush uses way less, loosely-arranged bristles – leaving lots of plaque on the tooth. The bristles are often so hard that the only way to try to clean in hard-to-reach spots is by using excess pressure. Damage is inevitable.



Curaprox toothbrushes all feature an extremely high number of ultra-fine filaments. The CS 5460 boasts exactly 5,460 filaments – each with a diameter of just 0.1mm. The CS smart has 7,600 filaments at 0.08 mm in diameter. And the CS surgical has 12,000 filaments at 0.06 mm. The result? An extremely dense area of bristles that disrupts and removes plaque considerably more thoroughly and gently.

CS 1006

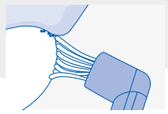
PASSION

The CS 1006 – with its single tuft – doesn't look like a normal toothbrush. 'Is it even a tooth-brush,' you might ask. You'd better believe it. Tooth brushing doesn't get more precise than this – it's the ultimate in tooth-by-tooth and gumline cleaning. Toothbrush aficionados love making those precise, gentle movements along the gumline with the CS single – cleaning in places where it hardly seems possible. Even around implants... and between teeth and braces, brackets or retainers.

CS 1006

- **For the teeth cleaning connoisseur**
- **Single head for sulcus care**
- **Curen®-filaments – each 0.10 mm in diameter**
- **Edge length 6mm**
- **24 colour options**
- **Developed specifically for Jiří Sedelmayer's 'solo technique' brushing method**
- **Developed in Switzerland. Made in Germany.**

Want to find out about cleaning your teeth with 22,000 brush strokes a minute? See page 16.



The solo technique – the short version
Hold your brush vertically and apply to one side of the tooth's surface. Carefully move the filaments of the brush head so they're just touching the gumline. Now move the CS single with precise, gentle, 'shaking' movements along the gumline – from one side of the tooth to the other.
Go to curaprox.com for full instructions & video guide

CS 708

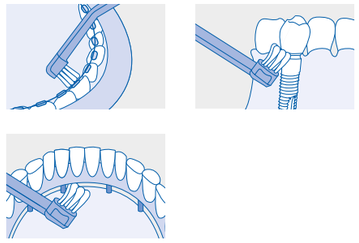
PERFECT BRUSHING ANGLE

'I can't get to those hard-to-reach spots in my mouth.' You can now with the CS 708 implant | ortho. Just ask the patients with implants, fixed protheses, braces and lingual braces who have joined the CS 708 revolution. The super compact brush head gives you the perfect cleaning angle. And you can bend the CS 708 find the exact angle to reach the previously unreachable places. Easy peasy.

CS 708

- **The perfect cleaning angle**
- **Cleans hard-to-reach places**
- **Perfect for patients with implants, Fixed protheses, braces and lingual braces**
- **Super compact seven-tuft head**
- **Curen®-filaments – each 0.12 mm in diameter**
- **Bendable handle**
- **18 colour options**
- **Developed with Professor Dr Kirsten Warrer and Professor Dr Hugo Roberto Lewgoy**
- **Made in Switzerland**

Now ortho and implant care is easy!
See also pages 22 and 66.



How to use: Simply clean where you need to without pressure: implants, fixed prostheses, wires, braces, lingual braces, brackets. Bend the CS 708 to perfect your brushing angle if required.

- **Top tip for patients**
  Make sure your patients understand that, if they brush well, they prevent inflammation... improving overall health.

Thanks to its angled head, this toothbrush is the perfect solution for cleaning especially tight and hard-to-reach places around implants and orthodontic devices.

Many people wear braces to correct dental positioning. But it makes keeping the teeth clean a real challenge. If the patient cleans carefully around and between wires and braces with the right toothbrush, it's possible to keep teeth and gums healthy throughout orthodontic treatment.

The CS 708 has been developed to clean all kinds of oral implants, including fixed prostheses. It's the perfect hygienic tool to help patients avoid mucositis and peri-implantitis.

Professor Dr Kirsten Warrer, University of Aarhus, Denmark, and Professor Dr Hugo Roberto Lewgoy, University of Sao Paolo, Brazil.

CS SURGICAL MEGA SOFT

MEDICAL TOOTHBRUSH

Brushing when brushing seems impossible. The CS surgical mega soft is the perfect post-surgery toothbrush. After surgery and during radiotherapy of the oral cavity – especially when the gums are still wounded or particularly sensitive – good oral hygiene is crucial. 12,000 super-flexible, extra-fine filaments come to the rescue. This is extra gentle dental care that guarantees oral hygiene – even during special medical situations. Developed in collaboration with Professor Dr N. P. Lang, Dental Clinics of the University of Berne.

CS surgical mega soft

- **Medical toothbrush**
- **Perfect post-surgery and during radiotherapy**
- **12,000 Curen®-filaments**
- **Each 0.06mm in diameter**
- **Developed with Professor Dr N. P. Lang**
- **Developed in Switzerland. Made in Germany.**

Support the healing process: with the help of CHX, Citrox®, hyaluronic acid and PVP/VA; see page 8.

Tender, loving care
You can use the CS surgical alone on the operation site for two to five days. This prevents further injury while providing an effective clean. This toothbrush is astonishingly gentle. When you run your finger over the filaments you will notice virtually no resistance at all. Curen®-filaments are the ultimate in tender, loving care.

CURAPROX TRAVEL SET

THE PERFECT TRAVEL COMPANION

Brush your teeth on the move with the ultimate Travel Set for oral health care. No compromise on style. No compromise on your oral health. Your favourite Curaprox products in your suitcase, your hand luggage – or in your pocket. This vibrant, stylish travel kit measures just 9.5cm x 6cm.

NEW

Wave goodbye to cavities and gum inflammation and say hello to healthy, beautiful teeth!

Curaprox Travel Set

- **CS 5460 travel toothbrush: Relentless on plaque. Relentlessly gentle on your teeth and gums**
- **'Be you' toothpaste: Protects and cares for teeth and gums. Gently and effectively whitens**
- **'CPS prime' interdental brushes: Effective brushing in the spaces between your teeth**
- **Now you can always give yourself the oral health care you deserve – wherever you are in the world.**

The Travel Set: Your smallest case is now your most important case – no matter where you travel.

TENDER LOVING CARE

The Curaprox Baby toothbrush, developed by Dental Professor Adrian Lussi, makes cleaning teeth fun and joyful... and encourages quality parent-child time. The compact brush head reaches all areas of the mouth... ensuring every tooth is cleaned properly. At the same time, the rubberised brush head protects the oral mucosa. The 4,260 densely-packed Curen®-filaments – each with a diameter of just 0.09 mm – give gentle, exceptional cleaning. Brushing becomes more like stroking. The rounded handle ensures children get into the habit of holding their toothbrush correctly – with gentle pressure. And it fits perfectly into the hands of both children and parents. It goes without saying that it's toxin-free and completely safe to use.

Curaprox Baby

- Tender loving care
- Biofunctional
- Developed by Professor Dr Adrian Lussi
- 4,260 Curen®-filaments with a diameter of 0.09 mm
- Rubberised brush head
- Round handle
- 3 colours
- Free from harmful substances

THE KIDS ARE ALRIGHT!

The CS kids toothbrush – recommended for children aged 4+ – is based on our iconic CS 5460 toothbrush. With the CS kids toothbrush you get 5,500 ultra-fine 0.09mm Curen®-filaments packed densely on the brush head... giving your child thorough, extremely gentle, cleaning power. The compact, slightly-angled brush head ensures the best cleaning – even in hard-to-reach places. And the octagonal handle is specially designed for children's hands – making it easy for them to hold the toothbrush and to clean at the correct angle. The protective cap keeps the toothbrush safely clean – even if they throw it into their school bag.

Curaprox kids

- 5,500 Curen®-filaments
- Each 7.5mm long
- Each 0.09 mm in diameter
- It's almost impossible for the dense, intricate Curen®-filaments to become deformed or out of shape
- Comes in a variety of vibrant colours
- Made in Switzerland

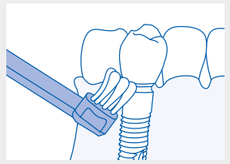
- **They grow up too quickly!**
  The CS kids toothbrush is a Godsend when the adult teeth start to come through. The Curen®-filaments gently clean the child's sensitive and often-inflamed gums and teeth.

FOR IMPLANTS PATIENTS

You can help your patients to do everything they can to care for their dental implants with the least amount of hassle... reducing the risk of inflammation and peri-implantitis. With the best oral hygiene, your patients' implants can last for decades.

CS 708 implant | ortho

See page 41
The perfect cleaning angle. Cleans hard-to-reach places. Perfect for patients with implants, fixed prostheses, braces and lingual braces.

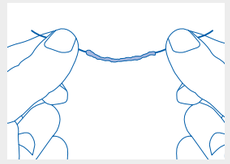


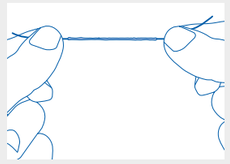
CS 1009

- Like our CS single 1006 – but with a trim that's 3mm longer – it's one for toothbrush aficionados
- Clean millimetre by millimetre, tooth by tooth.
- Optimal care for implants, bridges and braces...
- ... and isolated teeth – or teeth in an unusual position.
- Curen®-filaments

Implant Saver

- A dental floss designed for implant care
- Elastic microfibres allow for a novel, efficient cleaning movement around the implant and along the gums
- Tense, relax, super clean
- Gentle, novel, effective implant care





CPS soft implant

See page 62
Perfect for cleaning large interdental spaces. Extra-long, extra-fine, extra-rounded filaments. System with five sizes.

Perio plus

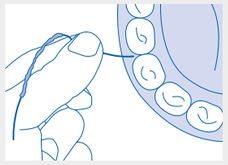
See page 8
Contains CHX... together with Citrox® natural bioflavonoids – extracted from bitter oranges – to reinforce the antibacterial effect.

CS 5460

See page 38
The joy of tooth brushing. Even with implants.

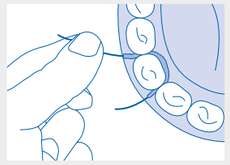
Application

1.



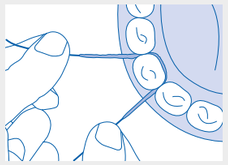
Use the threader to guide between the teeth.

2.



Guide along the sulcus around the implant.

3.



Use two hands to hold each end; clean the sulcus by gently pulling and releasing the implant saver.

SPECIAL EDITIONS

Exclusive artistic interpretations of our iconic CS 5460 toothbrush. Eye-catching bathroom accessories to suit every mood – sold in twin packs. These exquisite designs are the result of collaborations with local, international, upcoming and established artists. Bring infectious, multicolour joy to your oral health routine.

LOVE
EDITION

SPECIAL EDITION
THOMAS BOLLIGER

Classic Blue
Quiet. Confident. Timeless. Like our Lake Lucerne on an August afternoon. This special edition comes in the must-have, Pantone colour of the year 2020 – Classic Blue, 19-4052.

Winter Edition
The snowflakes trickle gently down from the sky and dance merrily amid the colourful winter hustle and bustle of people and animals. Look… one flake has even landed on the Winter Edition.

40 Years Retro Special Edition
In 1979, Noldi Braun developed the design of our classic Curaprox toothbrush. It has gone on to conquer the world. A true design icon.

Swiss
Yodel-ay-hee-hoo! Magnificent panoramas, snowy peaks, the sounds of yodelling: Welcome to Switzerland.

Japan Edition
A country that feels like a breath of fresh air. The simplest way to communicate? Just smile. That's enough to make yourself understood.

LIMITED EDITIONS

The CS 5460 with their groundbreaking octagonal handles, already bring streamlined style and beauty to your bathroom. Take it to the next level with exclusive Limited Editions in retro, charming, elegant, recyclable cardboard packaging.
Treat yourself or someone you love.

J. M. WILLIAM TURNER

William Turner
Inspired by British painter and master of romanticism J.M.W Turner and his enchantment with the Swiss Alps. Turner, world famous for his luminous water-colours, made a number of visits to Lucerne to study the unique interplay between light, lakes, mountains and the weather.

UN HOMMAGE À CHARLES-ÉDOUARD JEANNERET-GRIS

sold out

Le Corbusier
A tribute to Swiss-born Charles-Edouard Jeanneret-Gris – better known as influential architect Le Corbusier... the master of colours and contrasts. At Curaprox, we feel inspired by the timeless nuances of his elegant colour palette. Bold expressionism in a toothbrush.

THE INTERDENTAL SECRET

Cleanliness in the spaces between the teeth is the best foundation for the oral health of your patients. The **CPS prime** interdental brush for primary prophylaxis prevents side cavities, gingivitis and periodontitis. The smallest ‘CPS prime’ is just twice as thick as dental floss.

The **CPS perio** for secondary and tertiary prophylaxis was developed for periodontitis patients and is recommended for larger interdental spaces.
The **CPS soft implant**, with its long, fine, rounded filaments is gentle on implants, crowns, bridges and after surgery.

We’re proud of our **CPS system** – measure using **IAP probes** and instruct using the **IAC chart**. Everything’s on hand with the convenient chairside box. Easily motivate your patients by showing them how easy, pleasant and effective it is to use their interdental brushes. Get pathogens out of the approximal space!

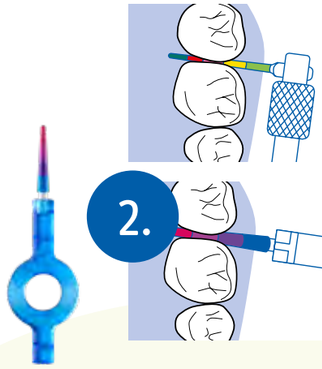
WORKING WITH THE CHAIRSIDE BOX IN THE DENTAL PRACTICE

The chairside box offers hygienic storage for the Curaprox range of interdental brushes as well as IAP probes and the UHS 415 autoclavable holder.

Your patient is comfortable, so lets begin.
First, take an IAP probe out
of the box and attach it to a holder.

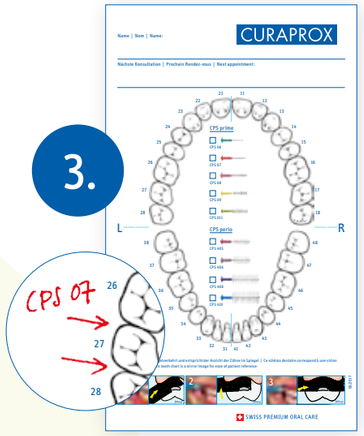
1.

Practical and hygienic, directly within your reach.



2.

Insert the IAP probe into the gaps until it stops moving.



3.

Make a note of the colour that's visible from the outside.

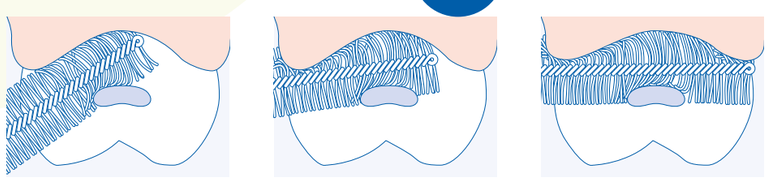
4.

Now, take the matching interdental brush from the chairside box.

The chairside box is available for CPS prime and CPS perio.

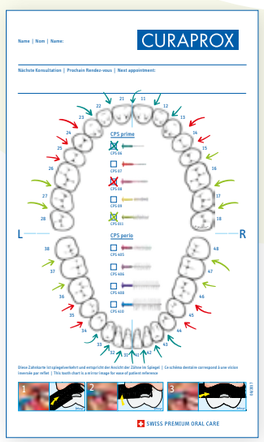
5.

Demonstrate proper use for each interdental space.
In, out, done.



6.

Test that the sizes are right.
Add the definitive sizes to the IAC chart – ideally with a pen in the matching colour.



7.

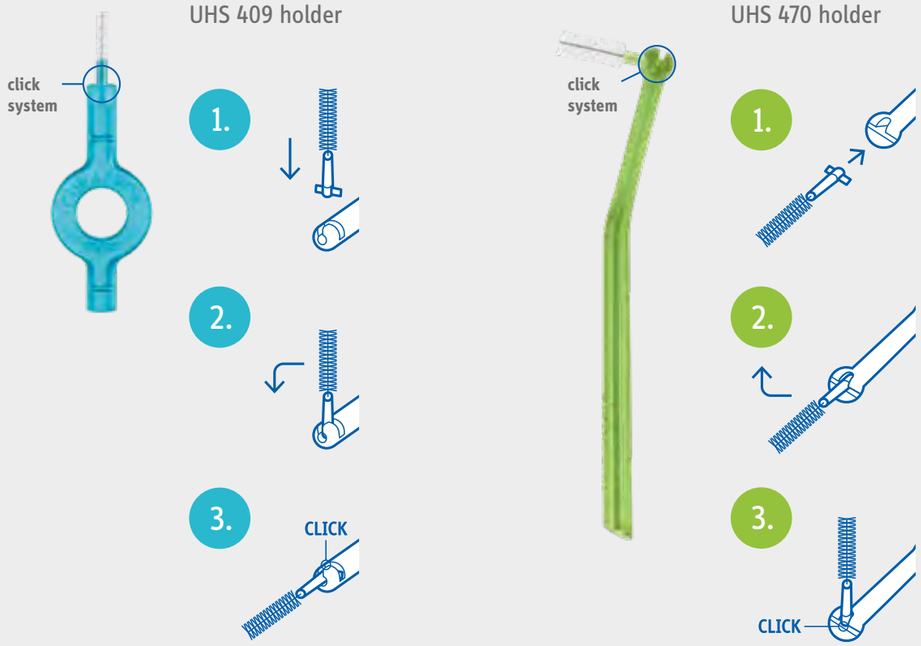
Your patient is ready to use their interdental brushes at home: Give them one brush of each size needed. Simply place the brushes inside the flyer that explains how to use them correctly.

You can also sell more brushes in your practice. We would be happy to advise you on displays and sales sizes.

EASY TO HANDLE

All Curaprox interdental brushes can be attached to all Curaprox holders. With most holders it's as simple as: Click the old brush away. Click the new brush on. Away you go. Super convenient. Less waste. And IAP probes can also be clicked in without any extra hassle.

The click system

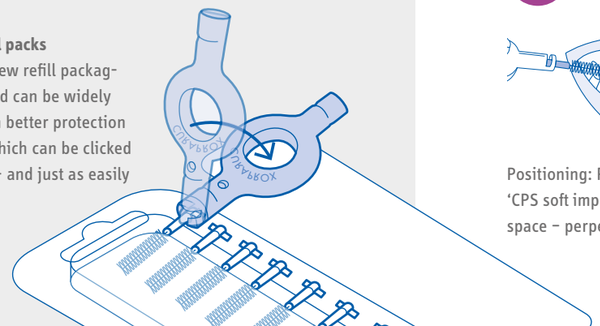


Small, medium or large?
Small, medium or large. Made of plastic featuring the click system. Or aluminium with a twist-lock connection. Whatever your preference, all brushes fit all holders.

Less waste
Curaprox interdental brushes have a long lifespan – thanks to Cural® wire and Curen®-filaments. But after 10-20 days of use, they no longer clean perfectly. Do you have to throw it all away? No. With the click system, you can simply replace the brush and reuse the holder. No stress. No hassle. Less waste.

Even more ecological
Our new refill packaging can be recycled and consists entirely of PET. It also provides even better protection for the interdental brushes, which can be clicked directly out of the packaging and clicked back in again. It's incredibly simple and hygienic.

Environmentally friendly refill packs
Our simple-to-use, hygienic new refill packaging consists entirely of PET and can be widely recycled. It also provides even better protection for the interdental brushes, which can be clicked directly out of the packaging – and just as easily clicked back in again.



Easy to measure, for optimal results

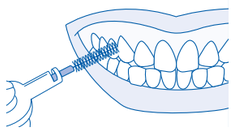
Why your patients will see results
Motivation brings success – in the short-term and long-term. The 'CPS prime', 'CPS perio' and 'CPS soft implant' interdental brushes are easy and pleasant to use. In closed approximal spaces, the papillae are uninjured. That's why the 'CPS prime' can be carefully pushed beyond the papillae. With open approximal spaces, the papillae have receded. That's why the 'CPS perio' and 'CPS soft implant' can be pushed directly through the approximal space. Because it's so simple to use CPS interdental brushes – and because they work so well – your patients will see results in both the short-term and the long-term.

Please note
Due to the quality of CPS interdental brushes, one movement is enough: in, out, done. Once a day is all you need.

Do not force between the teeth. If used improperly, the gums may be damaged.

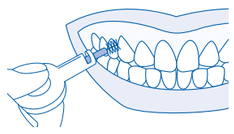
'CPS prime' – in and out over the papillae in five steps

1.



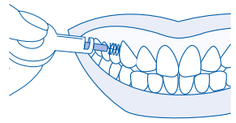
Position at an angle: Position the 'CPS prime' at the approximal space at an angle to the tooth's axis.

2.



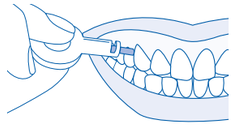
Insert to the middle: Now carefully insert under the contact point around the middle of the tooth.

3.



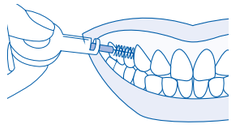
Hold perpendicular: Without moving the brush any further forward, hold the holder perpendicular to the tooth's axis.

4.



Push through: Carefully push the brush through the approximal space.

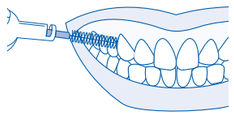
5.



Pull out: Hold the brush at a slight angle and pull out via the papillae.

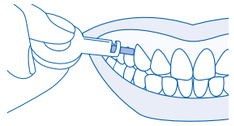
'CPS perio' and 'CPS soft implant' – in and out in two steps

1.



Positioning: Position the 'CPS perio' or 'CPS soft implant' at the approximal space – perpendicular to the tooth's axis.

2.



In and out: Carefully push the brush in and out again.

iTOP

Go to **curaprox.com** for full instructions & video guide
Professionals:
Go to itop-dental.com
to learn more with the iTOP Introductory Seminar.

PRIMARY PROPHYLAXIS

The spaces in between the teeth should not be an afterthought for your patients. ‘CPS prime’ interdental brushes have been developed to care for healthy or only slightly injured papillae – and they’ve been proven to be more effective than dental floss. The ultra-fine bristles become taut to fill up the space and clean the sulcus as well as the critical areas up to the contact points... effectively removing plaque and pathogens from the approximal space. This helps to prevent cavities, gingivitis and periodontitis – and even heart and systemic diseases. Patients find them pleasant to use and the risk of injury is very low. Dentists have everything they need with probes and five sizes in the chairside box.

06

CPS 06
0.6 mm* / 2.2 mm**

07

CPS 07
0.7 mm* / 2.5 mm**

08

CPS 08
0.8 mm* / 3.2 mm**

09

CPS 09
0.9 mm* / 4.0 mm**

011

CPS 011
1.1 mm* / 5.0 mm**

CPS prime

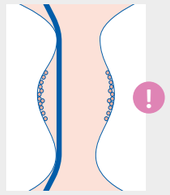
- **Primary prophylaxis**
- **System with five sizes, IAP probe, IAC chart, colour coding**
- **Super-fine, extra-long, ultra-resilient filaments**
- **Cural® wire – extra strong, extra thin**
- **Colour coding**
- **Our click system for all holders is kinder on the planet**
- **Developed and produced in Switzerland**

Want to find about interdental brushes for your perio patients? See page 60.

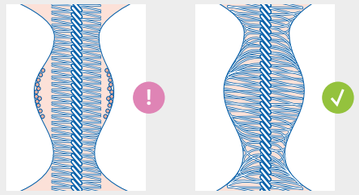
IAP probe prime

* Accessibility
** Effectiveness

Should I recommend dental floss or interdental brushes to my patients?
Dental floss cannot reach crucial areas.
Dental floss glides over gaps:



But not all interdental brushes are right for the job. You need an interdental brush in the right size and with long, ultra-fine, resilient bristles. Introducing the ‘CPS prime’



The ‘CPS prime’ becomes taut in the interdental space – and fills the whole approximal space, reaching into gaps and the sulcus to tackle plaque and pathogens in all critical niches.

In one recent study*, participants who used interdental brushes developed significantly less plaque than participants using dental floss.

* Luz M, Klingbeil MFG, Henriques PSG, Lewgoy HR (2016): Comparison between Interdental Brush and Dental Floss for Controlling Interproximal Biofilm in Teeth and Implants. Dent Health Curr Res 2:3.doi:10.4172/2470-0886.1000119

Another study**, back in 1998, concluded interdental brushes remove plaque more effectively than dental floss.

*Christou V, Timmerman MF, Van der Velden U, Van der Weijden FA (1998): Comparison of different approaches of interdental oral hygiene: interdental brushes versus dental floss, J Periodontol. 1998 Jul;69(7):759-64. PMID: 9706852, DOI: 10.1902/jop.1998.69.7.759

POWERFUL PREVENTION VERY GENTLE

In perio patients, the interdental space is open. The papillae can be seriously injured and there may be black holes. ‘CPS perio’ are perfect in such cases thanks to their high-performance cleaning. They’re solid and resilient enough to efficiently and gently clean as secondary and tertiary prophylaxis. ‘CPS perio’ are also ideal for fillings, crowns, bridges and stubborn plaque. The usual ‘CPS system’ applies… simply establish the right size using the IAP probes in your chairside box.

405

CPS 405
1.3 mm* / 5.0 mm**

406

CPS 406
1.7 mm* / 6.5 mm**

408

CPS 408
2.2 mm* / 8.0 mm**

410

CPS 410
2.8 mm* / 10.0 mm**

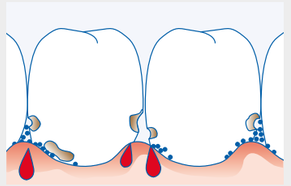
IAP probe perio

CPS perio

- **Powerful prevention. Very gentle.**
- **For secondary and tertiary prophylaxis**
- **System with four sizes, IAP probe, IAC chart, colour coding**
- **Super high-performance cleaning**
- **Painless**
- **Extra resilient yet gentle filaments**
- **Strong wire core**
- **Colour coding**
- **Our click system for all holders is kinder on the planet**
- **Developed in Switzerland. Made in Germany.**

Need extra help for perio patients?
‘Perio plus’ gives antibacterial support.
See page 8

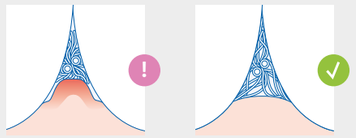
There are two crucial criteria for perio care: Comfortable. And effective.
Caring for the approximal space is particularly important for perio patients so it’s important to give them the right tools…



Space-filling interdental brushes are needed for secondary and tertiary prophylaxis. A certain level of rigidity is required. It’s not just about being slightly harder than primary prophylaxis interdental brushes – more tension is needed.

Finding the right balance between rigid and pleasantly gentle is the key. If the filaments are too rigid, they may cause further injury. If they’re not rigid enough, they won’t be resilient enough to clean thoroughly.

After extensive development, Curaprox has found the perfect blend. Which means that, for the first time, perio patients and others can now benefit from the ultimate interdental brushes for open interdental spaces. Pleasant to use and extremely effective.



Start your patients on interdental cleaning with ‘CPS perio’ as soon as they’ve healed. You can help them to improve their quality of life. Show your patients just how easy and pleasant oral care can be with the ‘CPS perio’… to give them the foundation for a pleasant and successful daily practice.

* Accessibility
** Effectiveness

CARING FOR LARGER INTERDENTAL SPACES

After periodontal or implant treatment, some interdental spaces are much larger than usual. We developed ‘CPS soft implant’ – with long, fine, rounded filaments – to gently and effectively clean these spaces. It’s perfect for the job. The wire core is resilient and durable and it also comes with a plastic coating to protect the surface of implants. Gentle on implants, crowns, bridges and after surgery.

505

CPS 505
>2.0 mm* / 5.5 mm**

507

CPS 507
>2.0 mm* / 7.5 mm**

508

CPS 508
>2.0 mm* / 4.5–8.5 mm**

512

CPS 512
>2.0 mm* / 12.0 mm**

516

CPS 516
>2.0 mm* /16.0 mm**

CPS soft implant

- **Perfect for cleaning large gaps**
- **System with five sizes**
- **Extra-long, extra-fine, extra-rounded filaments**
- **Strong wire core**
- **Plastic coating protects the surface of implants**
- **Our click system for all holders is kinder on the planet**
- **Developed in Switzerland. Made in Germany.**

Implants make it even easier for bacteria to settle in the sulcus. The CS 708 toothbrush is the perfect solution. See more on page 41.

* Accessibility
** Effectiveness

Reach for the stars
The CPS chairside box is now available for the ‘CPS soft implant’: It contains all five sizes – ready mounted on holders.

How to use interdental brushes – the short version
Position the ‘CPS interdental brush’ at a slight angle in front of the interdental gap – the space between the teeth. Push it in: Just a little at first, then straighten it and push it right through. Pull it out: Very gently. Done. Move on to the next one. Go to curaprox.com for full instructions & video guide

- **Tip for prevention and patient retention**
  Get hold of our publication for patients, ‘why implants need even better care than natural teeth’, to help them understand why perfect cleaning and regular checks are necessary. Get one from your Curaprox sales **representative. Go to www.curaprox.com**

Show your patients the difference and they will understand why perfect cleaning and regular checks are necessary.

Plastic coating protects the surface of implants

Caring for implants safeguards general health
Your patients need to truly understand that artificial dentures require special care.

Part of your job as a dentist is to let your patients know that the surfaces of the implant and heard-to-reach spots must be carefully cleaned – especially the edge of the gum around the implant.

We’re convinced peri-implantitis and implant losses can be avoided in many cases. When patients better understand the exact differences between implants and natural teeth, they clean more enthusiastically and more effectively.

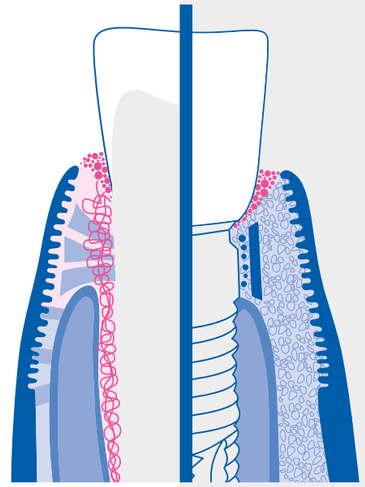
So be sure to explain to them in detail that:

• An implant lacks the tooth fissure or periodontal fissure, which have fine blood circulation and function as a defence system

• Without this blood circulation, fewer antibodies are available to fight bacteria

• Some of these bacteria in the oral biofilm are pathogens that cause heart and systemic diseases

Regular implant care creates the conditions to prevent inflammation and peri-implantitis. Give your patients the right medical information in an easily understandable way, encourage diligent oral hygiene and regular dental check-ups with you... and you can help them to enjoy implants that last for decades.



FOR PERIO PATIENTS

Periodontitis is an inflammation of the tissues that hold in place and support the teeth. If left untreated, patients risk losing a tooth. Here are some special, essential helpers to give your perio patients the tender, loving care they deserve:

Perio plus

See page 10+
‘Perio plus’ contains CHX... together with Citrox® natural bioflavonoids – extracted from bitter oranges – to reinforce the antibacterial effect. It’s effective against periodontitis and other diseases.

CPS perio

See page 60
The ‘CPS perio’ interdental brush is recommended for larger interdental spaces. Extremely effective in combating stubborn plaque... without causing pain. Available in four sizes. Once a day. Once in and out. Done.

CS 5460

See page 38
Brushing your teeth is pure joy. This toothbrush is so gentle that it polarises. The sulcus loves it.
The biofilm hates it.

Be you

See page 70
Toothpaste available in six moods. Six zesty flavours. Six vibrant colours. Long-lasting freshness. Gentle, natural whitening. A new dimension in oral health.

Enzycal 1450

See page 68
Gentle, mild, effective: The enzymes in Enzycal provide reinforcements... supercharging the natural power of our saliva.

Hydrosonic pro

See page 18
Professional teeth cleaning with sonic technology and innovative Swiss brush heads – for exceptional oral care. There’s no hiding place for the bacteria and plaque.

CS 1006

See page 40
Tooth brushing doesn’t get more precise than this. The CS 1006 – with its single tuft brush head – is the ultimate in tooth-by-tooth and gumline cleaning.

MADE WITH LOVE TO CLEAN & PROTECT

Enzycal. Gentle, mild, effective. Forget the usual harsh ingredients. Toothpaste that tastes fresh and fights tooth decay – with enzymes to boost the protective power of your saliva.

Secondly… **'Be you'**. Zesty, fresh flavours. One toothpaste. Six astonishing flavours. Choose depending on your mood. Made with joy and love, beautiful herbs and natural ingredients.

And then there's **'Black is white'**. It's as black as night. And it's a whitening miracle. Activated carbon gently removes discoloured particles and leaves the mouth feeling fresh and clean.

SO GENTLE. SO EFFECTIVE.

You'll notice it straight away. Enzycal toothpastes hardly foam at all... because they're free from SLS – the aggressive surfactant that can unfortunately still be found in most toothpastes. It attacks the cells of the oral mucosa... and leads to painful irritation, injury and mouth ulcers. SLS, Triclosan and other nasties are not what we want for you or your patients. Enzycal cleans effectively, is gentle on the oral mucosa and can even significantly reduce mouth ulcers. We only use ingredients that work naturally with your body.... such as three enzymes that promote oral health, stimulate saliva production and reinforce the saliva's natural protective and restorative functions.

Enzycal 1450

- Suitable for age 12+
- Fresh taste
- Contains a system of enzymes
- 1,450 ppm sodium fluoride
- RDA 60

Enzycal

- **So gentle. So effective.**
- **Contains a system of enzymes**
- **Free from SLS, triclosan, microplastics**
- **Low abrasion, enamel-friendly**
- **Perfect with manual and sonic toothbrushes**
- **Made in Switzerland**

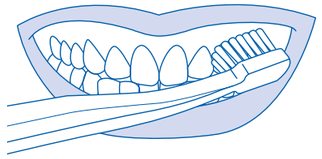
Enzycal is Swiss made – like our 'Be you' and 'Black is white' toothpastes. See pages 70 and 73.

Enzycal zero

- Mint-free – compatible with homeopathic treatment
- No fluoride
- Contains a system of enzymes
- RDA 60

Enzycal 950

- Suitable for age 2+
- Extra mild flavour
- Contains a system of enzymes
- 950 ppm sodium fluoride
- RDA 30



How to use: Moisten toothbrush, apply a pea-sized amount of Enzycal and you're ready to go!

- **Top tip for patients**
  Recommend Enzycal to patients with dry mouth or mouth ulcers.
- **Tip: how much toothpaste should I use?**
  Even for adults: a pea-sized amount of the Curaprox toothpastes Enzycal, 'Black is white' and 'Be you' is enough.

Enzymes – saliva's secret weapons
The saliva's protective enzymatic function can be slightly impaired – not just by alcohol and nicotine, but also by everyday life. For example, by drinking sugary, acidic drinks.

Enzycal toothpastes support the saliva's natural protective system. Enzycal contains – at a physiological level – just those enzymes that promote oral health. This enables saliva to perform its vital functions in the mouth to the fullest.

These enzymes are amyloglucosidase, glucose oxidase and lactoperoxidase. In the body they fight bacteria, fungi and viruses, prevent dental build-up and break down harmful sugar before micro-organisms can turn it into acid.

Here's how it works: Amyloglucosidase turns polyglucan, the matrix of plaque, into glucose. Now glucose oxidase comes in, turning glucose into gluconate, which competes with plaque bacteria – reducing their ability to reproduce. Lactoperoxidase then ensures that hydrogen peroxide from the glucose transformation reacts with thiocyanate to create hypothiocyanite – an antibacterial substance naturally found in saliva.

The result: The growth of bacteria is prevented and the natural balance of oral microflora is restored. Less plaque, less tartar, better oral health.

GENTLE EVERYDAY WHITENING

Gentle care for your teeth and gums
'Be you' protects the enamel with RDA ~ 50. Hydroxyapatite closes openings that expose dentine – and relieves the pain of sensitive teeth. Glucose oxidase encourages the flow of saliva with natural enzymes and strengthens your mouth's natural defences. No SLS means no dry mouth – and fewer ulcers.

Happy and healthy every single day
Daily support for a healthy oral microflora and daily protection against caries. Fluoride, xylitol, provitamin B5 and herbal extracts fight bacteria and help to stop inflammation. And 'Be you' comes in six zesty, fresh flavours.
Pure joy every day!

Naturally whiter and brighter, day by day
This is gentle, natural, whitening – enzymatically... so your teeth become a little whiter and brighter every time they brush. Hydroxyapatite smoothes the teeth, making it difficult for new discolouration particles to take hold. No harmful bleaching. No grinding down. And a filter adsorbs yellow light to make your teeth appear even whiter. Just 'Be you'... and smile for the camera!

Be you

- **Toothpaste in six moods**
- **Gentle, natural whitening**
- **With glucose oxidase, hydroxyapatite, xylitol**
- **Beautiful herbs including echinacea, bitter orange, devil's claw and Indian pennywort**
- **Six zesty flavours**
- **950 ppm sodium fluoride**
- **RDA 50**
- **Vegan**
- **Free from SLS, Triclosan and microplastics**
- **Made in Switzerland**

Too colourful for you? See page 73 for 'Black is white' toothpaste with activated charcoal.

How to use: Moisten toothbrush, apply a pea-sized amount of 'Be you'. Brush. Feel fresh!

- **Top tip**
  Recommend 'Be you' to your patients to show them that oral health is anything but boring.

Curaprox Swiss premium oral care.
The 'Be you' formula:
+ It starts with fluoride. 950ppm.
+ Hydroxyapatite, meanwhile, smoothes and brightens the enamel, closes openings that expose dentine and thus reduces the sensitivity of exposed tooth necks.
+ Birch sugar – also known as xylitol – gives 'Be you' a touch of tasty sweetness, strengthens your teeth and fights bacteria.
+ And glucose oxidase, a natural enzyme found in saliva, gently whitens the teeth...
+ ... and also takes care of your tooth enamel and gums because it activates the natural lactoperoxidase system of the saliva.
+ All of which gives a gentle yet powerful antibacterial, antiviral and antifungal effect.
+ The beautiful herbs and natural ingredients of 'Be you' – including extracts of echinacea, bitter orange, devil's claw and Indian pennywort – nourish the gums and the oral mucosa and help to stop inflammation.
+ And provitamin B5 keeps the mucosa and gums moist and helps them to build new cells.
+ 'Be you' is enamel friendly thanks to RDA ~ 50.
+ You won't find SLS, Triclosan, bleaches or plastic microbeads...
+ ... but you will find pure joy!

Gentle, natural, whitening – enzymatically
The enzyme glucose oxidase reacts with the sugar in the mouth to create a low concentration of hydrogen peroxide in the saliva that gently whitens by removing stains and discolouration. And because Hydroxyapatite smoothes the enamel, it makes it difficult for new discolouration particles to adhere to the teeth. Your tooth enamel also becomes whiter as it adsorbs Hydroxyapatite. Now you can enjoy gentle, natural, long-lasting whitening.

The 'Be you' difference

Stay fresh for hours
Feel fresh and feel confident... long after brushing. Power bubbles in 'Be you' give you a refreshing and long-lasting blast of menthol. No plastic microbeads!

Some crazy science
i) A filter in 'Be you' adsorbs yellow light on the tooth's surface
ii) Yellow light is not reflected
iii) The tooth appears even whiter!

Strictly no nasties
Harsh ingredients are our enemy. For example, SLS can cause irritation and mouth ulcers. At Curaprox, we use gentle, harmless-but-effective ingredients only. No SLS, no Triclosan, no bleaches, no plastic microbeads.

How your patients can improve the whitening effect even more!

+ Don't rinse after brushing
+ Wait for an hour until eating or drinking
+ Definitely don't smoke
+ Brush just before bedtime

CURAPROX [BE YOU.]

GIN TONIC + PERSIMMON

Brushing the sophisticated way: Sweet persimmon fruit. A twist of juniper berry. All the fun of a gin & tonic without the alcohol. Ready to embrace the challenges of the day.

PEACH + APRICOT

‘Wow’ for your teeth: What makes you happy? What makes you say ‘wow’ ? Subtle notes of peach and apricot. A touch of refreshing mint. Wow. Pure happiness.

GRAPEFRUIT + BERGAMOT

Toothpaste to help you shine: Juicy grapefruit, invigorating bergamot – wake up your mouth, wake up your brain. It’s time to shine like a star.

WATERMELON

Treat your teeth: Sweet, icy fresh watermelon. Refreshing menthol. Feel the anticipation... like a little kid looking forward to a trip to the candy store. Love life.

BLACKBERRY + LICORICE

Sumptuous luxury in a toothpaste: Dreamy blackberries meet luxurious liquorice – first thing in the morning... and last thing at night. Dream wonderful dreams.

APPLE + ALOE

Make brushing extraordinary: We explored flavour combinations. And we discovered apple, aloe vera and fresh mint. Extraordinary. Explore the unknown... you never know what you might find.

BLACK IS WHITE

ACTIVATED CARBON A SECRET SUPERPOWER FOR BRIGHTER, WHITER TEETH

It’s a charcoal toothpaste. It’s as black as night. But it gently – yet powerfully – whitens... without harsh, abrasive ingredients. Beautiful, whiter teeth give your patients new confidence. But normal whitening toothpastes are harmful. Curaprox – the oral health experts – give you the best of both worlds with ‘Black is white’ toothpaste. This is supercharged whitening – the gentle, healthy way.

Black is white

- **Gentle, effective whitening...**
- **... without harsh painful chemicals**
- **Activated carbon naturally adsorbs discolouration particles**
- **Enzymes support the saliva’s natural functions**
- **Hydroxyapatite replaces lost minerals and calcium**
- **Physical blue filter makes teeth look whiter**
- **950 ppm sodium fluoride**
- **Free from SLS, Triclosan, microplastics**
- **Suitable for sonic toothbrushes**
- **Made in Switzerland**

Want more colour in your brushing?
More atmosphere? See page 70.

Black is white
Fresh lime-mint

Activated carbon...
... is completely natural. Because it’s porous, it simply adsorbs discoloured particles to give your patients high-performance whitening. And it leaves the mouth feeling fresh and clean. So what makes activated carbon our secret superpower? Gentle yet powerful, natural, effective whitening and oral care to give your patients something to smile about.

WE LIKE WHITE TEETH – BUT WE LOVE HEALTHY TEETH

Whitening should never damage your gums or oral mucosa. Oral care should never be harsh or abrasive. Your patients need to protect their teeth enamel. If it starts to erode, it can lead to sensitivity and pain. This is gentle, natural, healthy whitening with outstanding results:

‘Black is white’ Hydrosonic

See page 22
Dentistry meets design. Sonic technology and effective tooth cleaning with style. With up to 42,000 brush strokes per minute, the Hydrosonic ‘Black is white’ can easily handle biofilm and discolourations – and it’s super gentle. The brush heads are also black. The activated carbon particles adsorb stains without damaging your enamel.

Travel Set

See page 43
Whitening on the go. Make sure you always have your favourite ‘Be you’ toothpaste by your side with the Curaprox Travel Set. It also comes with a practical Curaprox CS 5460 travel brush and a prime interdental brush. Go!

Be you

See page 70
The natural enzyme glucose oxidase converts sugar into hydrogen peroxide and then oxygen. This is natural, gentle, sustainable whitening.

‘Black is white’ chewing gum

Is chewing gum good for you? ‘Black is white’ enzymatic whitening chewing gum is. But not just because it gives you lemon-minty-fresh breath. It actually starts a flow of saliva. Chew your way to a healthier mouth and whiter teeth.

Top tip: Your patients may be shocked to learn that other whitening gums contain ingredients such as marble powder or similar abrasive materials. You can recommend a whitening chewing gum that’s actually good for them.

‘Black is white’ Manual Toothbrush

5,100 ultra-fine Curen® carbon filaments with activated carbon particles gently remove discolourations without damaging enamel. Gentle on teeth and gums. Relentless on plaque.

THE KEY TO LIFE-LONG TOOTH PRESERVATION

Get involved:
www.itop-dental.com

‘As dental professionals, we should be able to keep our teeth healthy our whole lives long. And as dental professionals, we should be able to pass on this knowledge and these skills to our patients. That’s why I’m so happy that so many dental professionals are attending iTOP.’
This was said by Jiří Sedelmayer, founder of iTOP. He taught dental students at Hamburg University for almost two decades, and then developed the iTOP method: here, he and his iTOP instructors taught dental professionals how to care for teeth.

And this method works. Yes, more than 300,000 dental professionals worldwide have attended iTOP and learned the principles of individually trained oral prophylaxis. The dental professionals bring their own ambitions: firstly, the ambition to keep their own teeth healthy their whole lives long and, secondly, the ambition to teach their patients how to achieve this as well. Of course, theory is part of it. Brushing is an art that needs a gentle touch – and training. It’s all about practice, practice and more practice.

The time is now
What can iTOP do for your dental practice? Profits and image. Dental professionals are the best possible partners for oral health products and services. The demand for individual training and coaching will increase massively. At the same time, revenue from aesthetically motivated treatments will increase.
What’s more, beauty and health are two mega trends in global society and the more natural beauty and health are and stay, the better – even for the image of a dental practice. No more pain and repairs, it’s time for health and beauty.

And that’s where iTOP comes in. Teeth and mouths can be kept beautiful and healthy the natural way with iTOP’s simple and motivating tools.
iTOP is suitable for all dental professionals that work with patients. Each year, iTOP offers more than 200 seminars in over 50 countries.

Tip: register for iTOP Introductory now. This introductory course lasts for just one day but will blow you away. Locations, dates and more: www.itop-dental.com

‘Have you heard of iTOP? If not, check it out – oral care prevention is not the same without it!’

Judith Weiss, Dental Hygienist,
iTOP Lecturer from Switzerland

‘With iTOP, I acquired exclusive knowledge and skills that I pass on directly to my patients – along with motivation and enthusiasm. My patients know it is worthwhile and also worth the money, they love it.’

Dr Rolf Kufus, works with the iTOP philosophy, Switzerland

‘iTOP – The ‹lightbulb moment› in preventive dentistry.’

Elna Van der Ham, RDH,
iTOP Lecturer from South Africa

‘Good dentistry focuses on prevention – not just cure. Having natural teeth beats implant, crown or bridge.’

Dr. Carlos Molina, Periodontist,
iTOP Lecturer from Ecuador

‘iTOP made me see that with good prevention, there would be no need for restorative treatment.’

Prof. Dr. Hugo Lewgoy,
Dental Surgeon,
iTOP Lecturer from Brazil

Even more training:
www.curaden-academy.ch

CURADEN CORP.: ‘BETTER HEALTH FOR YOU’

In 1954, Hans Breitschmid asked the question:
‘How can I help dentists to do their jobs better?’

The question was asked so many times over the years and decades that it eventually became Curaden Corp. mission – and the reason for its success. More and more answers were found. Answers that anticipated the future. For this we can thank the talent of Hans Breitschmid – and later his son Ueli – for listening to their customers and dental professionals... and being the first to anticipate changes and deliver the best new solutions and processes.

For example: The world’s first treatment unit for ergonomic work on recumbent patients. Probably the world’s first interdental brushes for primary prophylaxis. The first CHX mouthwash containing Citrox®. Perhaps the first toothpaste to contain gold. And the first courses to teach 300,000 dental professionals worldwide how to brush their teeth.

Hans Breitschmid’s question has expanded to become: ‘What is a dentist’s job?’

The whole dental industry struggles to answer this question. Curaden Corp. answer? A dentist is a preventative practitioner who helps you to achieve better health. Health that begins, but does not end, in the mouth – the domain of dental medicine. For example, it’s crucial to balance the microbiome in the mouth to prevent periodontitis bacteria from entering the bloodstream... thus preventing heart attacks and strokes. The mouth is the gateway to health. The dentist is the gatekeeper.

Then we have society’s inherent need for beauty. In some cases, aesthetic dentistry is appropriate. But the best oral care makes the biggest difference for both health and beauty... especially when monitored by an exceptional dentist who always finds the time to instruct, coach, motivate and recommend the best products. That means keeping the mouth and the teeth healthy for life – ideally completely free of cavities, implants, bridges and prostheses. A healthy mouth for life.

To help our dentists and customers achieve this goal, we offer exceptional products – from Swiss Smile and Curaprox – and exceptional training with iTOP and Prevention One.

Curaden Corp. is a Swiss family company based in Kriens, Luzern. We work closely with dental professionals on our exceptional Curaprox products... all invented and developed in Switzerland. Attractive, effective products that are a pleasure to use. They are available in practice from dentists and dental hygienists, pharmacists and chemists as well as online at www.curaprox.com.

CURAPROX

curaden
better health for you

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