

Jordan*

STAY FRESH™

FLUORIDE+XYLITOL
ZINC+MINT



12 hours
freshness



proven stain
removal



stronger
teeth



NEW!

Keep your smile fresh with Jordan StayFresh™ – a new range of toothpastes with a unique formulation especially developed to keep your teeth strong and healthy. The combination of fluoride + xylitol provides extra protection against cavities and makes your teeth stronger, whereas zinc + mint has a proven effect on bad breath. Available in three different variants – choose the one that fits you.

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Made for every smile



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FRESH BREATH TOOTHPASTE

12 hours freshness

prevents bad breath

gentle on enamel



FRESH Breath with proven 12 hour long lasting freshness *

EFFECT	ACTIVE INGREDIENTS
12 HOURS FRESH BREATH*	Zinc, gantrez & coolmint aroma* *An external test has been performed to verify the long lasting freshness effect. Jordan Fresh Breath toothpaste significantly reduces bad breath compared to a regular toothpaste Gantrez helps control formation and growth of tartar, protects enamel from dietary acid and retains active ingredients, including antimicrobials and flavors, in the mouth.
STRONG TEETH	Fluoride (1450 ppm), xylitol
GENTLE TO ENAMEL	Gentle silica composition, that is gentle to the enamel
HEALTHY GUMS	Xylitol, Zinc



WHITE SMILE TOOTHPASTE

proven stain removal

enamel safe



White Smile with proven stain removal technology

EFFECT	ACTIVE INGREDIENTS
REMOVES STAINS TECHNOLOGY	Silica composition that removes stains effectively for natural whiter teeth
ANTI TARTAR	TP (Tetrapotassium Pyrophosphate) is an anti-tartar agent that removes plaque & tartar
FRESH BREATH	Zinc, gantrez & peppermint aroma
STRONG TEETH	Fluoride (1450 ppm), xylitol
HEALTHY GUMS	Xylitol, Zinc



CAVITY DEFENSE TOOTHPASTE

stronger teeth

removes plaque

enamel gentle

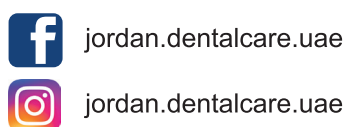


Clean teeth with EXTRA xylitol for proven cavity protection that keeps your teeth strong

EFFECT	ACTIVE INGREDIENTS
STRONGER TEETH	10% Xylitol and fluoride (1450 ppm)
REMINERALIZATION	Xylitol combined with fluoride contributes significantly better to remineralization in the enamel (than without xylitol)
GENTLE TO ENAMEL	Gentle silica composition that is gentle to the enamel
HEALTHY GUMS	Xylitol, Zinc
FRESH BREATH	Zinc, doublemint aroma



For more information,
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