

BrightTonix RESEARCH IS KEY TO SUCCESS



BrightTonix toothpaste ingredients include: Hyaluronic Acid-clinically proven as beneficial for anti-aging of the oral cavity, Potassium Nitrate-efficient in reducing discomfort of sensitive teeth and Sodium Fluoride- highly beneficial to creating stronger teeth.

PUBLISHED ONLINE: JUNE 2016, AT THE 'INTERNATIONAL JOURNAL OF IMMUNOPATHOLOGY AND PHARMACOLOGY'.

"Hyaluronic acid: Perspectives in dentistry. A systematic review"

Manuele Casale; Antonio Moffa; Paola Vella; Lorenzo Sabatino; Francesco Capuano; Beatrice Salvinelli; Michele Antonio Lopez; Francesco Carinci; Fabrizio Salvinelli;

PUBLISHED AT THE 'JOURNAL OF INDIAN SOCIETY OF PERIODONTOLOGY', APRIL-JUNE 2012.

"Effect of hyaluronan on periodontitis: A clinical and histological study"

Guari Gontiya; Sushama R. Galgali;

PUBLISHED AT THE 'NORTH AMERICAN JOURNAL OF MEDICAL SCIENCES', MAY 2013.

"Hyaluronic Acid: A Boon in Periodontal Therapy"

Parveen Dahiya; Reet Kamal;

PUBLISHED ONLINE: FEBRUARY 2012, AT THE 'JOURNAL OF CLINICAL AND EXPERIMENTAL DENTISTRY'.

"Evaluation of the clinical efficacy of potassium nitrate desensitizing mouthwash and a toothpaste in the treatment of dentinal hypersensitivity"

Sunita Sharma; Neeta J. Shetty; Ashita Uppoor;

PUBLISHED AT THE 'AMERICAN JOURNAL OF DENTISTRY', AUGUST 2011.

"Enamel protection: a comparison of marketed dentifrice performance against dental erosion"

Faller RV; Eversole SL; Tzequai GE;

PUBLISHED AT THE 'JOURNAL OF NEPAL HEALTH RESEARCH COUNCIL', MAY 2015.

"Comparative Evaluation of Effect of Chlorhexidine and Sodium Fluoride Mouthwashes on Plaque"

Sundas S; Rao A;

MAIN CONCLUSIONS

HYALURONIC ACID IS CLINICALLY PROVEN AS BENEFICIAL FOR ANTI-AGING OF THE ORAL CAVITY:

- Hyaluronic Acid has an anti-inflammatory effect in cases of periodontal diseases and periodontal wound healing.
- The presence of Hyaluronic Acid contributes to a significant reduction in bleeding, as well as having an anti-bacterial effect.
- Hyaluronic Acid stimulates collagen regeneration, the basic element of the gums and the periodontium.
- Hyaluronic Acid is unique in that it can hold a thousand times its own weight in water, making it a phenomenal moisturizer.

POTASSIUM NITRATE IS EFFICIENT IN REDUCING DISCOMFORT OF SENSITIVE TEETH:

- Potassium Nitrate is helpful in reducing the discomfort of sensitive teeth (dentinal Hypersensitivity) by soothing the nerves in the teeth.
- Potassium ions find their way to the pulp where they block the transmission of pain to the brain.
- Potassium Nitrate builds up in the dentin tubule, so a large supply of Potassium Nitrate will provide patients a lasting relief from sensitivity.

SODIUM FLUORIDE IS HIGHLY BENEFICIAL TO CREATING STRONGER TEETH:

- The re-mineralization effect of Fluoride is important: Fluoride ions, inside and at the enamel surface, result in a fortified enamel which is resistant to decay (loss of minerals or demineralization) and can repair or re-mineralize early dental decay, caused by acids from decay-causing bacteria.