

Gum Health

Description of the need:

Products, technologies or ingredients that reverse receding gums and/or heal and rebuild gum tissue

What we are looking for:

Products, technologies or ingredients that can improve overall health and appearance of gums

- ◆ Benefit areas of interest are
 - Treatment
 - Fast symptom reduction in gingivitis and associated gum problems (i.e. reduction in bleeding, redness or inflammation of gums and pain and tenderness of gums)
 - Reversal of gum recession
 - Prevention
 - Prevention of gingivitis or reduction in frequency in occurrence of associated gum problems
 - Protection and pain relief from gum problems
 - Nurture, Nourish, and Rejuvenate
 - Enhance health of gum tissue through strengthening, firming of the gum tissue or increasing natural resistance and resilience of the gums
 - Enhancement of the wound healing process for damaged gum tissue
 - Other
 - Cleaning & freshness through plaque removal, dispersion or prevention (sub-gingival and/or supra-gingival plaque)
- ◆ Product form could include
 - Leave-on
 - Rinse-off (toothpaste, mouth rinse)
 - Alternate or combination of forms
- ◆ Preference is for solutions that
 - Have clinical studies supporting benefit
 - Demonstrate noticeable improvements in gums to both the consumer and the professional
 - Where human safety has been confirmed or material(s) are food approved ingredients or GRAS (**Generally Recognized As Safe**)
 - Open to materials that offer benefits that need to be formulated into a product form
 - Open to different stages of regulatory approval for Oral Care products
 - Granted or filed patent applications are preferred
 - Could be pre or post normal daily oral routine, single use in morning or evening, throughout the day as and when needed or a short term booster
 - Delivery methods that provide increased contact of oral care actives with gums and/or sub-gingival delivery would also be considered

What we are not interested in:

- ◆ Technologies/products that require a prescription

Submissions need to have IP or other protection such as Trademark, Copyright or In-market to be considered.

Only non-confidential information can be reviewed.