

## **Oral Care Benefits Other than Cavities, Gingivitis, Tartar, Stain, Breath, Sensitivity or Erosion**

### **Description of the need:**

Products, technologies or ingredients that serve specialized oral care needs to include, but not limited to, teeth alignment, teeth appearance (not whitening), cheek and palate care, posterior throat care, whole body health, Xerostomia and technologies to supplement cosmetic dentistry procedures (implant care, partial denture care, veneer care).

### **What we are looking for:**

- ◆ Products, technologies or ingredients that can improve specialized oral care needs listed above
- ◆ Any product forms could be considered and prefer daily use
- ◆ Preference is for solutions that:
  - Have clinical studies supporting benefit
  - Demonstrate noticeable improvements to both the consumer and the professional
  - Where human safety has been confirmed or material(s) are food approved ingredients or GRAS (**G**enerally **R**ecognized **A**s **S**afe). Global regulatory options can be considered, will require U.S. monographed ingredients if classified as an OTC in the United States.
  - Granted or filed patent applications are preferred

### **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.