

Non-bleach Whiteners for Teeth

Description of the need:

Breakthrough whitening benefits with daily use safety profile

What we are looking for:

- ◆ Compounds or devices that:
 - Are non-peroxide technologies with the ability to formulate into conventional oral care products
 - Whitens teeth ($-\Delta b^* > 2$ in 3 to 7 days or $-\Delta b^* > 1$ in 1 day)
 - Removes or renders colorless all surface stain fairly rapidly (in ≤ 1 week)
 - Must result in homogeneous tooth color
 - Are able to provide long lasting and noticeable whitening benefits over an extended period

- ◆ Product form could include
 - Paste
 - Rinse
 - Tooth strip

- ◆ Preference is for technologies where
 - Relevant technical data exists
 - Consumer acceptance has been demonstrated
 - Stability and compatibility data has been shown with common oral care ingredients
 - Human safety has been confirmed or material is GRAS (**G**enerally **R**ecognized **A**s **S**afe)
 - Patent protection is in place
 - Granted or filed patent applications are preferred

What we are not interested in:

- Efficacy data without positive controls
- Delivery of actives that would require an extensive safety and regulatory approval process

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.