

Repair and Protection of Enamel and Dentin

Description of the need:

A product that delivers significant and long lasting repair to damaged tooth enamel and dentin

What we are looking for:

Products that provide superior repair performance vs conventional fluoride toothpaste and rinse formulations

- ◆ Benefit areas of interest are
 - Product demonstrates increased mineralization of damaged areas versus conventional fluoride containing products
 - Deposited mineral is resistant to subsequent damage/removal by brushing or acid challenge
 - Performance demonstrated in full formulations
 - Performance is demonstrated in recognized hard tissue performance tests
 - Unique capability that demonstrate and quantify the benefit
 - Product must have strong global IP (granted or filed patents)

- ◆ Product form could include (but not limited to)
 - Paste
 - Rinse
 - Gel

- ◆ Preference is for technologies where
 - Human safety has been confirmed or material is GRAS (**G**enerally **R**ecognized **A**s **S**afe)
 - Technology is compatible with fluoride
 - Technology is stable in water based formulations
 - Technology is compatible with typical ingredients used in oral care formulations (paste and rinse)
 - Product usage does not require change in habit versus conventional oral care products
 - Granted or filed patent applications are preferred

What we are not interested in:

- Technologies that provide short/term / transitory benefit

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.