

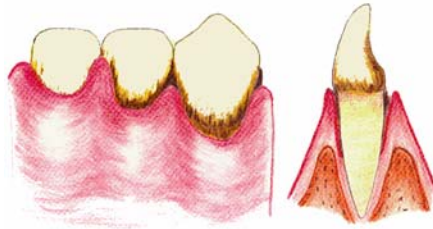
CupriTMdent

Professional Formula Dentifrice

Dental Health Problems ... *CUPRIDENTTM offers a clinically proven formula for interrupting the process of plaque/calculus formation...*

The care of the teeth is much easier than handling gum problems - the separation of the teeth from the gums. One cause of this separation is the formation of substances - plaque and calculus.

Once formed, calculus is impossible to completely remove except by professional treatment. The gums can become irritated. The speed of accumulation of destructive



plaque and calculus varies from one person to another. This process can occur very slowly and detrimentally over a long period of time and in the absence of cavities or other dental problems

It has been found that a complex series of chemical reactions is responsible for these conditions, and that even the best oral care cannot eliminate them ... until now.

The Discovery of a Natural Solution - Copper

The scientists of National Research Laboratories of Cincinnati, Ohio, USA, explain that plaque, consisting of colonies of Bacteria, becomes mineralized by the action of the sialic acid contained in saliva and by a combination of enzyme activity and metabolic substances, such as calcium and magnesium. If the formation of these substances can be minimized, plaque and subsequent calculus formation can be significantly reduced.

The solution to this problem was to make it difficult or impossible for the bacteria to adhere to the surfaces of the teeth; less Colony formation means less plaque and, therefore, less calculus. A unique copper complex is the basis of the technology that reduces the formation of plaque. The proper amount of copper ions in the proper form enables the important benefits Cuprident offers. The formula is based on a very special, patented form of copper known as MCC. *

The MCC Formula:

Our researchers developed a formula based on naturally occurring, essential elements normally present in the human body – copper and citrate. This compound made from these natural components is MCC**. MCC possesses a unique bipolar structure that alters the zeta potential (surface electrical charge) of the teeth, making it more difficult for bacteria to adhere to them.

MCC seems to make it more difficult for bacterial colonies to form on the surfaces of the teeth brushed with the MCC. Extensive university testing has proved that the microbes are not destroyed by treatment with Cuprident; but, bacterial Colonization (plaque formation) is reduced as much as 70% to 80%. Cuprident does not destroy the many beneficial bacteria in the mouth, necessary for good health. These are known as the "normal flora" and are necessary to maintain a normal equilibrium in the mouth. Destroying bacteria upsets this process. Cuprident overcomes the "bacterial problem" – formation of destructive plaque colonies – without killing the bacteria, thereby maintaining the natural equilibrium.

*Copper is a necessary element for cellular metabolism; a minimum daily requirement of 2 mg is important. Cuprident contains about 0.5 mg of copper per gram in the form of MCC.

**Toxicological, mutagenicity and allergy studies have all been negative. Some eye drops, mouthwashes and vitamin preparations contain higher levels of copper than the MCC tested.