



Press Release
September 12, 2019

SANGI'S APAPRO® REMINERALIZING PROFESSIONAL TREATMENT PASTE & APAGARD RIN-SU® ORAL RINSE TO LAUNCH IN THE EU

Following the successful entry of its premium brand toothpastes APAGARD and APADENT into the EU market in 2018, SANGI Co., Ltd. of Japan, pioneer of the world's first hydroxyapatite remineralizing toothpastes in the 1980s, is now launching its professional-use enamel restorative treatment paste APAPRO, starting this month, and its newly developed oral rinse APAGARD RIN-SU, starting in November, in the EU.

Both products contain SANGI's original hydroxyapatite ingredient <mHAP®>, which was approved as an anti-carries agent by Japanese health authorities as early as 1993, and has been used in toothpastes in Japan for almost 40 years, with over 130 million tubes sold. Both will be available in the EU through SANGI's European subsidiary, SANGI Europe GmbH, located in Eppertshausen, Germany.

APAPRO remineralizing treatment paste is designed for use in dental clinics and has a high concentration of the ingredient <mHAP>. The paste may be applied to the teeth with a rubber cup fitted to a dental handpiece, or in a retainer tray, including for home use by the patient under the clinician's direction, and is used to supply mineral to the teeth and restore microscopically damaged or demineralized tooth enamel, for example after dental procedures such as scaling, bleaching or debonding, all of which can cause microscopic damage to the teeth. APAPRO is also useful for general maintenance, by supplying mineral, and over time has been shown to reduce white spot lesions (areas of demineralization below the tooth surface) and to help protect against root caries in highly exposed teeth.

SANGI's APAGARD RIN-SU oral rinse is a hydroxyapatite mouthwash, which can be used at any time to help maintain a healthy oral bacterial flora, by adhering to and reducing the level of harmful bacteria such as *Streptococcus mutans* and other oral pathogens, protecting against caries and leaving the mouth feeling refreshingly clean.

Established in 1974, SANGI conceived the idea of remineralizing toothpaste using hydroxyapatite – the same substance as our teeth – after acquiring a patent from the US National Aeronautics and Space Authority (NASA), which was seeking ways to replace mineral lost from the bones and teeth of astronauts during space missions in a gravity-free environment. SANGI launched the first hydroxyapatite-containing toothpaste, APADENT, in 1980, followed by a second brand, APAGARD, in 1985. Its remineralizing toothpastes are high-end, premium products, occupying just on 7% of the total toothpaste market in Japan, and over the past 10 years have enjoyed growing export sales in markets in Russia, Canada, China and Southeast Asia, and now more recently in the EU.

<mHAP's> approval in Japan as an anti-carries agent came as a result of early laboratory research in the 1970s and 80s, as well as field trials conducted over a number of years in Japanese schools. Children using the hydroxyapatite toothpaste once daily over a period of 1-3 years showed a reduction in new caries of up to 36-56% in some groups, compared with placebo toothpaste controls. The ingredient was named Medical Hydroxyapatite by Japanese health authorities to distinguish it from other forms of hydroxyapatite such as dental abrasives, and three anti-carries functions were officially recognized: (1) adsorption of plaque and plaque bacteria during toothbrushing, (2) filling and repair of microfissures on the tooth surface, and (3) remineralization of demineralized areas below the surface of the teeth, i.e. of incipient caries lesions, the precursor of tooth decay. Subsequent laboratory and clinical research has shown that <mHAP> also occludes and forms a coating over exposed dentinal tubules, alleviating and protecting against painful hypersensitivity.



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By supplying mineral to the teeth – just as our saliva constantly does – <mHAP> also improves the density and translucency of tooth enamel, so that over time, the natural gloss and whiteness of the user's teeth can be steadily restored. In Japan and other countries <mHAP> is provided in nanoparticle form, but SANGI's products in the EU are currently supplied with the non-nano variety.

SANGI's original hydroxyapatite oral care products are currently available in Europe via PROFIMED s.r.o. in Czech, supplying Eastern Europe, Sanacorp Pharmahandel GmbH and Hageda-Stumpf GmbH & Co. KG in Germany, for supply exclusively to German pharmacies, and PC Pack&Carry GmbH in Germany, supplying in particular the dental professional route. The APAGARD range comprises APAGARD M-plus, a standard version for family use; APAGARD SMOKIN,' containing additional ingredients for removal of stains caused by tobacco, etc.; and APAGARD PREMIO, the most popular product in SANGI's line-up, containing a higher concentration of <mHAP> than its sister products. SANGI'S APADENT range comprises APADENT TOTAL CARE, providing all-round protection not only from caries but also from periodontal disease; APADENT SENSITIVE, offering the same benefits, but with the addition of hypersensitivity relief; and APADENT KIDS, also containing a higher concentration of <mHAP>, but with fewer additional ingredients and less foaming action than adult toothpastes, and including the non-acid-producing sweetener xylitol, specifically designed for children's anti-caries use.

All SANGI's hydroxyapatite oral care products offer an alternative approach to tooth remineralization, and therefore no fluoride is contained.

Announcing the new product launch, SANGI's president and the managing director of its EU subsidiary Roslyn Hayman said "We are excited to be extending SANGI's EU product range, and in close collaboration with our EU sales partners, we look forward to achieving the same customer satisfaction in Europe with our high quality products as we currently enjoy in Japan."



APAPRO (55g)
Available from September 2019

APAGARD RIN-SU (380ml)
Available from November 2019

For further information, please contact Jochen Freibert (Germany) or Dominik Demel (Japan) in either English or German, by telephone or email , at the addresses below, or email info@sangi-eu.com.



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PRODUCT LINE-UP

Sangi produces a wide range of toothpastes, including for professional and OEM use, all of which contain its proprietary anticaries remineralizing agent <mHAP>, and either zero or minimal abrasives. Most have a mild mint flavor. Tubes are made from content-protecting aluminum laminate, in most cases with a two-way screw-on / one-touch cap.

Sangi's product line up in the EU, under the 'APAGARD, APADENT and APAPRO brands, includes the following products.

APAGARD® : Anticaries & Restorative Whitening (Cosmetic)

These products also contain a pearl ingredient, liquid conchiolin, for added luster and gloss.



APAGARD M-plus 125g
Classic standard type.
Higher volume for family use.
Mild mint flavor.



APAGARD PREMIO 100g
Premium type.
Higher <mHAP> content than the others, for greater natural whitening and anticaries effect.
Double mint flavor.



APAGARD SMOKIN' 100g
Stain care type.
Added ingredients (PEG and PVP) for extra protection against stains (wine, coffee, tobacco etc).
Mild mint flavor.



NEW

APAGARD RIN-SU 380ml
Oral Rinse.
Helps to reduce plaque and plaque-bacteria.
For healthy teeth, fresh breath and an ultra-clean feeling in the mouth.
Mild mint flavor

APADENT® : Anticaries, Antigingivitis, Antisensitivity



APADENT TOTAL CARE 60g
For total care of the teeth and gums, protecting against caries and periodontal disease.
Mild mint flavor.



APADENT SENSITIVE 60g
Contains both <mHAP> and potassium nitrate for double relief from hypersensitivity.
Japanese citrus mint flavor.



APADENT KIDS 60g
Adjusted for kids' anticaries use. Contains <mHAP>, but no SLS or fluoride. Low foaming type, also containing the natural sweetener xylitol.
Strawberry grape flavor.



NEW

APAPRO®
Professional Treatment Paste

APAPRO 55g
For professional use.
High concentration of <mHAP>. Repairs and remineralizes tooth enamel.
Applied with a rubber cup or retainer tray.
Peach flavor.



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