



Press Release
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JAPAN'S TOP REMINERALIZING TOOTHPASTES COME TO THE EU

Japan's premium remineralizing toothpastes, APAGARD and APADENT, will now be available in the EU. SANGI Co., Ltd. of Japan, which pioneered development of the world's first hydroxyapatite remineralizing toothpastes in the 1980s, has entered an agreement with Czech dental products specialist PROFIMED s.r.o. for the marketing and distribution of SANGI's products in the EU, initially in Czech, Poland, Slovakia and Hungary, where PROFIMED has its own strong distribution network.

Since entering into discussions in June last year, SANGI and PROFIMED have worked together closely on preparations for the Japanese products' launch, and signed an International Distribution Agreement for EU sales and marketing of APAGARD and APADENT on December 20. In preparation for entry into the EU, SANGI also established a European subsidiary, SANGI Europe GmbH, located near Frankfurt in Germany, to handle imports, local marketing and regulatory affairs.

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. In conjunction with SANGI's subsequent brands, sales of these products in Japan have reached more than 130 million tubes over the past 37 years.

As a result of its early research, including field trials conducted in Japanese schools over a number of years, SANGI's proprietary hydroxyapatite was officially approved as an anti-caries agent by the Japanese Ministry of Health in 1993, and given the name Medical Hydroxyapatite, to distinguish it from other forms of hydroxyapatite such as dental abrasives. In Japan and other countries the ingredient is provided in nanoparticle form, but the products initially shipped to Europe will not contain the nano variety.

In approving it as an anti-caries agent, the Japanese government recognized three functions of Medical Hydroxyapatite as contributing to the prevention of tooth decay: (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. Laboratory and clinical research shows hydroxyapatite supplied in a toothpaste also occludes and forms a coating over exposed dentinal tubules, alleviating dentinal hypersensitivity. Restoration of mineral to the teeth – which saliva constantly does – also improves the mineral density and translucency of tooth enamel, so that over time, the natural gloss and whiteness of the user's teeth can be steadily restored.

SANGI toothpastes initially supplied in Europe by PROFIMED will be, in the APAGARD range, APAGARD M-plus, a standard version for family use; APAGARD Smokin,' containing additional ingredients for removal of stains caused by tobacco, wine etc.; and APAGARD Premio, a premium version containing a higher concentration of SANGI's hydroxyapatite ingredient, for even greater anti-caries and whiteness enhancement benefits. Premio is a best-selling toothpaste and the most popular product in SANGI's APAGARD line-up in Japan, and in 2017, upon being chosen by consumers as best beauty product in the oral care category for the third year running on @cosme, Japan's top beauty products consumer opinion site, it was awarded @cosme's first Hall of Fame award in the oral care category.



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Products to be supplied by PROFIMED from SANGI'S APADENT line-up, will be APADENT TOTAL CARE, providing all-round protection not only from caries but also from gum disease; APADENT SENSITIVE, offering the same benefits, but with the addition of hypersensitivity relief; and APADENT KIDS, a higher concentration hydroxyapatite toothpaste, with fewer additional ingredients and lower foaming action, but including the natural, non-acid-producing sweetener xylitol, specifically designed for children's anti-caries use.

Welcoming the new collaboration, SANGI's president Roslyn Hayman, said "We are delighted to be in partnership with PROFIMED, which has not only its own extensive network of retail outlets, but a unique and highly personalized approach to the provision of high quality oral care products. We believe this will be the beginning of a very productive relationship for us both."

PROFIMED's president Alexandra Kala also welcomed the collaboration with SANGI. She said "Japanese products are known for their high quality, and in the Japanese market, APAGARD and APADENT are already premium rank. Both brands are pioneers in remineralization technology, backed by a strong body of research, and we are very pleased to add them to our product line-up in Central Europe (the Czech Republic, Poland, Slovakia and Hungary)."

Alexandra Kala
CEO PROFIMED

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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 and APADENT brands, includes the following products.

APAGARD® : Anticaries & Restorative Whitening

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 SMOKIN' 100g

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



APAGARD PREMIO 100g

Premium type.
Higher <mHAP> content than the
others, for greater natural
whitening and anticaries effect.
Double 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.



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