



**GENEDENS** **BIO**  
100% RECYCLABLE BIOBASED PLASTIC TUBE

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The **Eco**Friendly Toothpaste

# Meaning of BioPlastic

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BioPlastic is derived from a renewable source, Sugar Cane. The plant-derived source contributes substantially to eco-sustainability, as the plant absorbs CO<sub>2</sub> and does not release it into the atmosphere, reducing harmful substances for the environment.

In addition, the recyclable BioPlastic contributes either to EcoSustainability as it is not dispersed in the environment but is reconverted back into the consumption cycle, without further waste of materials.



# SugarCane BioPlastic

1kg of BioPlastic  
reduces about 3.09 kg  
of Co2 in the  
atmosphere



74% of  
BioPlastic  
derives from  
Sugar Cane



Raw material is  
processed without producing  
substances that are harmful  
for the environment



The tube  
is recycled  
after use

**I'm green**  
BIO-BASED

TUBO IN PLASTICA DA FONTE  
VEGETALE RINNOVABILE >74%



# Certification

I'm Green guarantees that products come from renewable sources.

This certification is issued by Braskem, a Brazilian company that produces the raw material for the tubes.

The I'm Green logo helps people recognise products which do not harm the environment, because they are made with Green Plastic.



# Tradition and Innovation

Dottor Ciccarelli is **pursuing** and **focusing on a Sustainable Vision**

Launching Recyclable and BioBased Packaging

Our New Line is:

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**I'm**   
**BIO-BASED**

Farmaceutici  
**Dr. Ciccarelli**  
dal 1821



Enamel Regeneration



Sensitive Teeth



Natural Whitening

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The Packaging is  
Recyclable  
Tube and Cap:  
Plastic Waste  
Folding Box:  
Paper Waste

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## Enamel Regeneration

### Formulation

It is an anhydrous low abrasion index toothpaste enriched with:

- **INSTANT ACTIVE PHOSPHATE** : stimulates the phenomenon of repair and regeneration of the enamel.
- **VITAMIN E ACETATE**: with antioxidant action.
- **BETAINE** : performing a protective and moisturizing action on gums.
- **COCONUT OIL** : with anti-plaque effect.

### Result

Regenerates, remineralises and strengthens tooth enamel



**Dr. Ciccarelli** Farmaceutici  
dal 1821

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## Sensitive Teeth

### Formulation

It is an anhydrous low abrasion index toothpaste enriched with:

- **KALIDENT**<sup>®</sup> : promotes the occlusion of the tubules and thus reduces the dentinal sensitivity. It helps re-mineralize the enamel and helps repair micro-lesions.
- **POTASSIUM NITRATE** : penetrates deeply into the dentinal tubules and block the repolarization of the sensory nerve terminals, reducing the pain response.

### Result

**Intervenes quickly on sensitivity and contributes to tooth remineralization**





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## Natural Whitening Formulation

It is an anhydrous low abrasion index toothpaste enriched with:

- **Active Vegetable Charcoal** : with natural whitening action, able to effectively intervene on the problems of «yellowing» of the teeth.

### Result

Restores the natural white of teeth





Anticipate the change  
with

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