

SPLAT[®]

Professional oral care

**CREATING
INNOVATIONS**



SPLAT advantages

HIGH EFFICACY

Every product developed in SPLAT laboratory is targeted at the most effective solution of various oral care-related tasks. In order to achieve the highest efficacy of each product, we collaborate with leading dentists and specialized institutes of the whole world. These efforts resulted in creation of innovational specialized products; high efficacy of each of them has been confirmed by extended clinical trials in Russia, EU countries, and Japan.

INNOVATIVE APPROACH

SPLAT R&D Research Center performs incessant search for the newest and the most convenient forms aimed to assure maximal clinical efficacy of every product. New formulations and expert-level products are protected by Russian and international patents. Several products developed by SPLAT R&D Research Center have already gained international recognition: high-efficacy anti-caries complex LUCTATOL[®], revolutionary plant phyto-whitening DE-SMOKE[®] system for coffee, red wine, and cigarette lovers, innovational polishing safe whitening system Sp. White System[®], and a special active hydroxyapatite form for deep restoration of enamel tissue.

SPLAT advantages

UNIQUE ACTIVE INGREDIENTS

SPLAT bioactive products contain unique innovational ingredients: 100% natural bioactive Calcis derived from egg shells; hydroxyapatite – the main dental enamel ingredient; lactic enzymes complex for maintenance of healthy microflora; whitening carbamide peroxide in microgranules; lavender bioconcentrate; pearl extract and birch-tree activated charcoal. High efficacy of each of these ingredients assure maximal therapeutic and preventive effect at home. *Natural ingredients*, essential oils and medicinal plant extracts are included into formulations of all SPLAT toothpastes, foams, and mouthwashes in therapeutic dosage.

SAFETY, ENVIRONMENTAL FRIENDLINESS, AND QUALITY ASSURANCE.

All SPLAT toothpastes are safe and suitable for daily use. None of SPLAT products contains synthetic antiseptic agents – triclosan and chlorhexidine, and foam-forming agent content is minimal. All SPLAT products are free from sodium lauryl sulfate and saccharinate. SPLAT manufactures products consisting of the best components offered by the leading international producers at its own up-to-date environment-friendly factory in an ecologically clean area halfway between Moscow and St Petersburg. The manufacturing process has the CO₂-neutral status and has the appropriate certificates on the basis of GMP cosmetics and ISO 9001 standards.

SPLAT products have been certified in Europe for compliance with EU Cosmetic Directive 76/768/EEC requirements.



The logo for SPLAT, featuring the word "SPLAT" in white, bold, uppercase letters on a red square background.

Professional oral care

OUR PRODUCTS

Made with love.

We regard every person choosing SPLAT sincerely and thankfully, and try to help people to be happy, healthy, and successful. Doing our life-work with love, we guarantee that all SPLAT products are manufactured exclusively from ingredients of the best global manufacturers at the company's own certified plant, and undergoes strict quality control at every step. Director General's own letter in each pack of our toothpastes additionally confirms authenticity of the product.

We invest a part of our soul into every SPLAT product so that you would give smiles to each other more often, and each of your days would be successful and bright.



SPLAT team



Revolutionary developments

Innovation safe whitening system SP.White System[®]

- ✓ Innovative whitening system
- ✓ Features all SPLAT Professional pastes
- ✓ Unique combination of cleansing components effectively fighting plaque without causing harm to the enamel. Active components soften the underlay of the plaque removing the coloured fragments, and then the system of different-sized spherical abrasive particles carefully removes the plaque without scratching the teeth or causing a greater sensitivity of the teeth or harm to the oral mucosa
- ✓ Safe for whitening teeth. Bringing back the enamel's natural colour
- ✓ Polishes the enamel making the surface of the teeth smooth and as good as new so harmful bacteria cannot catch on the enamel and produce plaque

SPLAT: SP.White System



Toothpastes with chalk
and aluminium lactate

Revolutionary developments

Enamel restoration and strengthening: hydroxyapatite (HAP) and Calcis

Our company holds an exclusive right to the use of hydroxyapatite and Calcis[®] in oral-care products in Russia

Hydroxyapatite calcium amorphous form structured at nano-size level has been restored for the first time. I.e. HAP molecule identical to those found in human saliva has been restored.

Hydroxyapatite

- The main building material of enamel
- SPLAT uses medical HAP in the form of nano-sized amorphous particles. It is the only active form!
- Hydroxyapatite helps the plaque removal: when brushing the teeth, it sticks to bacteria and plaque particles making the rinsing easier
- Restores the enamel smoothness. HAP acts like a filling immuring small pits and fissures on the enamel's surface
- Restores lost minerals: fights caries at the stage of the chalky white spot
- Lowers the teeth sensitivity: efficiently locks the dentinal tubules, widening of which might cause hypersensitivity
- In 1993, hydroxyapatite was approved by Japan for the use as an anti-caries agent

Salts of calcium efficiently mineralize the enamel

Calcis[®] (calcium lactate)

- One of the best-alible form of calcium
- Produced from egg-shell

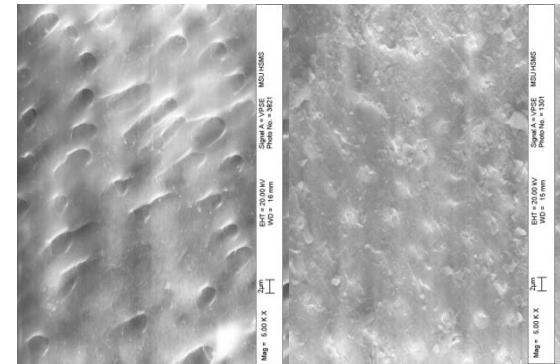


Fig. 1. Surface of naked tooth root dentine (magnification 1x5000): A – untreated, B – treated with BIOCALCIUM toothpaste from SPLAT Professional

Revolutionary developments

Innovative anti-caries LUCTATOL® system

Trials conducted in Japan have proven that innovative LUCTATOL® system blocks formation of dental plaque by 96% and directly destroys cariogenic bacteria.

Patent-protected



Lactic enzymes are found in human breast milk and saliva, and assure topical oral cavity immunity.

These ingredients included into SPLAT products provide them with potent antibacterial, anti-caries, anti-inflammatory effects, and participate in topical immunity formation.



Japanese licorice extract directly affects cariogenic bacteria *Streptococcus mutans* and decelerates dental plaque accumulation on teeth.

SPLAT®

Professional oral care

Clean teeth in 5 seconds Brush-free. Water-free

EXPRESS

RAPID CLEANING, EFFECTIVE PROTECTION AND LONG-TERM FRESH BREATH.

Revolutionary product for oral care throughout a day – cleansing teeth and gum foams

ORAL CARE FOAM 2 in 1.

Due to an innovative patented LUCTATOL® system and synergy of 15 natural active ingredients, the foams protect teeth from caries and inhibit dental plaque formation by up to 97%.

Oral cavity rinsing with foam for 5 seconds is sufficient. Unique complex of natural ingredients causes immediate normalization of acid-base balance, freshens breath and prevents dental plaque formation, thus arresting caries development process.

Recommended by dentists as an auxiliary hygienic product in daily oral cavity care and every time after meal. An indispensable product for those wearing orthodontic constructions.

* Foams are auxiliary care products.



The logo consists of the word "SPLAT" in white, bold, uppercase letters on a red square background. A small registered trademark symbol (®) is located at the top right of the word.

SPLAT®

Professional oral care

SPLAT Professional



Professional oral care goods for everyday use

Improved formulations are free from substances potentially harmful for humans and planet ecology:
saccharinate, lauryl sulfate, triclosan, chlorhexidine, chalk, aluminum lactate, peroxide, petroleum
products and products of animal origin;
NOT tested in animals.

All pastes of **PROFESSIONAL** series contain special
SP.White System to ensure safe whitening.

Each product is specifically aimed at a certain oral problem;
therefore, the consumer can easily find a product, satisfying his/her special hygienic requirements



AROMATHERAPY

FULL-FLEDGED PROTECTION
AND CARE AT NIGHTTIME



A unique gel toothpaste with Amazon roseweed, lavandin, and bergamot essential oils possesses elevated antibacterial activity and makes your morning breath fresh.

Violet extract cares about gum health.

A complex of natural **pineapple and papaya** enzymes prevents plaque formation at nighttime and promotes maintenance of enamel whiteness.

Bioactive **Calcis** strengthens enamel and decreases its sensitivity.

CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 49.6%
- Anti-inflammatory effect – 58.1%
- The toothpaste has an extended cleaning effect.



GREEN TEA

PROTECTION FROM CARIES AND PREVENTION OF GUM DISEASES



A tonic toothpaste with active **green tea, sage, and camomile extracts** protects from bacterial propagation and dental plaque formation throughout the whole day.

Natural pearls contain calcium and amino acids for teeth strengthening and gum nutrition, increase enamel resistance to caries development.

Lavender bioconcentrate exerts potent antiseptic activity and assures effective revitalization of gums.

CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 52.1%
- Anti-inflammatory effect – 28.3%
- Blood-stanching effect – 66.4%



MEDICAL HERBS

COMPLEX PROTECTION

AND ANTI-INFLAMMATORY EFFECTS ON GUMS



Emerald gel toothpaste contains **sage, camomile, and hawthorn extracts** for teeth and gum care, exerts anti-inflammatory and hemostatic effects.

Geranium essential oil is an excellent antiseptic possessing antiviral and analgesic properties.

Sea-buckthorn extract promotes healing of oral cavity soft tissues. **Calcium lactate** in combination with **fluoride ions** strengthens enamel and reliably protects teeth from caries.

CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 41.3%
- Anti-inflammatory effect – 28.5%
- Blood-stanching effect – 66.5%



WHITE PLUS SAFE WHITENING AND ENAMEL PROTECTION

This effective complex toothpaste is suitable for sensitive enamel whitening.

Round polishing particles in combination with Polidon® and natural papaya enzymes cause pronounced enamel clarification, decompose plaque in hard-to-reach areas, and make teeth surface ideally smooth.

Potassium ions decrease elevated teeth sensitivity. Natural antibacterial ingredients prevent dental plaque formation and care about breath freshness.

Fluorine ions assure effective teeth protection from caries.

CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 50%;
- Anti-inflammatory effect – 26.7%
- Blood-stanching effect – 50.2%
- Whitening effect – 1.5 values in four weeks





Professional oral care

SPLAT Special



All without exclusions innovational and unique, toothpastes of **SPECIAL** series were created in our laboratory for active and modern people, who are not afraid of experimenting, who live their lives high and take care of their health.

Emotional series of unique products, with each one created with consideration of ideas and desires of our customers.

Toothpastes of these series have rich formulation repleted with exclusive ingredients.

MAKING DREAMS COME TRUE – A SECRET OF FULFILLMENT OF CUSTOMERS' DESIRES AND
INCESSANT INNOVATION



SPLAT®

Professional oral care

[SPECIAL SERIES]

BLACKWOOD FOR THOSE STRONG IN SPIRIT

Highly active black toothpaste BLACKWOOD has been created specially for those who need the maximum freshness of breath, naturally white healthy teeth and an extended anti-bacteria effect. Extract of juniper berries and active ingredients complex protect the teeth against germs and fight the plaque formation. Karelian birch-tree charcoal whitens the teeth, absorbs smell and impurities, and gives the toothpaste this unique shiny black colour.



Active ingredients:
stevia extract, Biosol®¹,
pyrophosphates, charcoal², juniper
extract³

CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 97%.
- Anti-inflammatory effect – 94%.
- Hemostatic effect – 71%.
- Whitening effect – 50%.



SPLAT®

Professional oral care

[SPECIAL SERIES]



GINGER

FOR THOSE WHO WARM UP



ACTIVE INGREDIENTS

Ginger root oil, Zinc gluconate, Buckthorn berries extract, papain, thymol and Polydon



A special warm-up toothpaste provides a coating effect of heat and comprehensive care of the oral cavity.

Warming up and immunostimulative **ginger root oil** cares for the health of the gums and improves circulation in the oral cavity.

Zinc gluconate has an astringent effect and antibacterial activity contributing to the prevention of oral inflammation. **Buckthorn berries extract** has a healing effect. A combination of natural enzyme **papain**, natural antiseptic **thymol** and **Polydon®** component splits plaque, helps to remove coloring substances from the surface of the teeth and preserves fresh breath for a long time.



SPLAT®

Professional oral care

[SPECIAL SERIES]



ACTIVE INGREDIENTS

Calsis, papain, thymol, royal jelly, colloidal gold



GOLD

FOR VERY IMPORTANT PERSONS

First toothpaste with colloidal gold, diamond extract, and royal jelly, specially for smile beauty active care. Natural active ingredients carefully brighten, polish, and strengthen enamel, protect teeth from caries, prevent plaque formation, tone up, and maintain gum health.

Royal jelly helps maintaining oral cavity systemic immunity. Diamond extract produced by diamond powder introduction into a special solution exerts antibacterial protection.

Natural antibacterial ingredients thymol and grapeseed extract protect against caries and plaque formation. Calcis derived from egg shells effectively strengthens enamel. Natural enzyme papain carefully dissolves pigmented dental plaque thus promoting enamel brightening. Natural vanilla extract decreases appetite.

For daily use.

Pink champagne flavor

Free from: SLS, saccharinate, fluorine, synthetic antiseptic agents, detergents, triclosan, chlorhexidine, synthetic sweeteners, petroleum products, phosphates, aluminum compounds, and aggressive abrasives.



SPLAT®

Professional oral care

[SPECIAL SERIES]

LOVE

FOR THOSE WHO ARE IN LOVE



ACTIVE INGREDIENTS

Japanese Perilla seed extract¹, dipotassium glycyrrhizinate², natural disaccharide, lysozyme³, sodium lauroyl sarcosinate.

Sparkling raspberry toothpaste contains **Japanese Perilla seed extract** exerting anti-inflammatory and antibacterial activity and preventing caries formation.

Licorice ingredient protects from herpes simplex virus. **Natural disaccharide** maintains fresh breath for a long time by preventing formation of volatile sulfur compounds – one of foul breath causes.

Lysozyme prevents propagation of harmful bacteria in oral cavity without affecting the bacteria required for healthy flora.

Anti-herpes activity of a toothpaste has been proven for the first time in the world by the example of LOVE toothpaste from SPLAT Special series (2011).



1



2



3



SPLAT®

Professional oral care

[SPECIAL SERIES]



MAGNOLIA

FOR THOSE WHO BELIEVE IN MIRACLES



ACTIVE INGREDIENTS

Magnolia bark extract, thymol, essential oil of rosemary, extract of licorice tree, anisic acid

Low-abrasion toothpaste specially designed for protection and careful whitening of sensitive teeth; it effectively prevents the formation of dental plaque and tartar, preserving long lasting freshness of breath.

A unique combination of delicate floral notes makes this toothpaste a work of art. Powder of golden pearls from the coast of Venezuela, extracts of flowers of Nima, Aloe Vera and leaves of holy basil give the paste an exquisite pink hue.

Due to the properties of a natural **amino acid**, the paste has enhanced whitening activity and easily removes colorants from the dental enamel surface. **Magnolia bark extract** protects against cariogenic bacteria and foul breath. The natural antiseptic **thymol**, **essential oil of rosemary** and **extract of licorice tree** care for the health of gums. **Anisic acid** has an antifungal action.



SPLAT®

Professional oral care

[SPECIAL SERIES]



ORGANIC

FOR ENAMEL STRENGTHENING
AND GUM PROTECTION DURING PREGNANCY



This toothpaste has been specially developed for extremely sensitive teeth and is recommended for use during pregnancy. It is manufactured on distilled water. **Tea tree oil** – antibacterial ingredient, prevents gingival hemorrhage and decelerates formation of dental plaque.

Organic **Aloe Vera gel and chitosan** exert wound healing and regenerating effects, Natural enzyme **papain** decomposes soft dental plaque. **Calcis** strengthens enamel.

Active ingredients:

Aloe Vera gel¹, tea tree oil², papain,
Calcis®, chitosan³

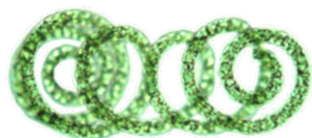
CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 70%.
- Anti-inflammatory effect – 59%.
- Blood-stanching effect – 81%.
- Re-mineralizing effect – 83%.
- Teeth sensitivity decrease – 58%.



SEA MINERALS

FOR THOSE WHO LOVE SEA



Active ingredients:

sea minerals¹, extract of spirulina², extract of rockweed, hydroxyapatite³, Polydon®

Azure gel enriched with sea minerals and hydroxyapatite is intended for teeth strengthening.

Natural extracts of algae – spirulina and fucus - care about gum health and reinforce metabolic processes in oral cavity tissues.

Special ingredient **Polidon®** decomposes soft plaque and prevents formation of dental tartar.

CLINICALLY PROVEN EFFECTS:

- Cleaning effect – 57.5%
- Anti-inflammatory effect – 61.9%
- Blood-stanching effect – 34.7%





Professional oral care

SPLAT Junior Series



Unique innovational series of pediatric products intended to fight caries and strengthen enamel.

Care of oral cavity health since the very first tooth.

Revolutionary formulations, clinically proven efficacy, 100% safety.

Safe. Effective. With love.





SPLAT
BABY

Professional oral care

SPLAT BABY VANILLA

EFFECTIVE ANTI-CARIES PROTECTION AND HELP WITH TEETHING

- **Reducing sensitivity during teething** due to its herbal extracts and L-Arginine.
- **Total anti-caries protection** due to the innovative patented system **LUCTATOL®**. Clinically proven effectiveness.
- **Gentle cleansing** due to soft cleansing basis of dicalcium phosphate dihydrate.
- **99,3% Natural**. Does not contain: mint, fluor, parabens, SLS, petrochemical products and allergens.
- **Hypoallergenic Safe if accidentally swallowed**

VOLUME - 40 ml

SHELF LIFE - 24 MONTHS



ВАНИЛЬ

**+ Silicone brush
inside!**



SPLAT
BABY

Professional oral c

SPLAT BABY APPLE-BANANA

EFFECTIVE ANTI-CARIES PROTECTION AND INTENSIVE STRENGTHENING OF ENAMEL

- **Intense strengthening of enamel** due to calcium hydroxyapatite (nHap).
 - **Total anti-caries protection** due to an innovative patented system **LUCTATOL®**. Clinically proved effectiveness.
 - **Anti-inflammatory action** due to its herbal extract.
 - **99,3% Natural**. Does not contain: mint, fluor, parabens, SLS, petrochemical products, and allergens.
- Hypoallergenic Safe if accidentally swallowed**



VOLUME - 40 ml

SHELF LIFE - 24 MONTHS

+ Silicone brush inside!





SPLAT KIDS
2 – 6 years



SPLAT
KIDS

HEALTHY STRONG TEETH AND A SURPRISE INSIDE!

Effective, natural and harmless children's toothpaste:

- **Total cavity protection** with the aid of the innovative patented **LUCTATOL®** system. The effectiveness is clinically proven.
- **Intense enamel strengthening** with the aid of calcium hydroxyapatite (Hap).
- Aloe Vera gel and L-Arginine **care about gums!**

Learning through playing!

SPLAT Kids products help children and their parents learn to brush teeth while playing and without tantrums. Never before has oral hygiene been so exciting!

Even more natural ingredients!

- **Natural.** Harmless in case of accidental swallowing! Hypoallergenic.
- **DO NOT CONTAIN:** fluorine, parabens, SLS, petrochemicals or allergens.

Even more attractive price and rectangular packaging!



+ Learning application for
teeth brushing!!

ADVANTAGES

FOR THE CLIENT:

- New products in the fastest-growing segment **both by value and volume.**
- New development by leading brand SPLAT with **high loyalty.**
- Product portfolio diversification and supply of natural and effective children's toothpastes **at a favorable price.**

FOR THE CONSUMER:

- Bright and **attractive design** that children and adults like.
- Trade activations and buying advantage.
- **Favorable price for any family budget!**

FOR CHILDREN AND THEIR PARENTS:

- Toothpaste that children like!
- **Natural and effective** children's toothpaste **for effective cavity protection, intensive enamel strengthening and gum care** at a fair price!
- **Learning application for teeth brushing!!**
- Product developed in accordance with **children's age and requirements!**
- Interesting **fun flavors and a surprise in every pack!**
- **98% Natural. Harmless in case of accidental swallowing and hypoallergenic.**
Does not contain mint, fluorine, parabens, SLS, petrochemicals or allergens.

SPLAT KIDS SERIES (ages 2 – 6)

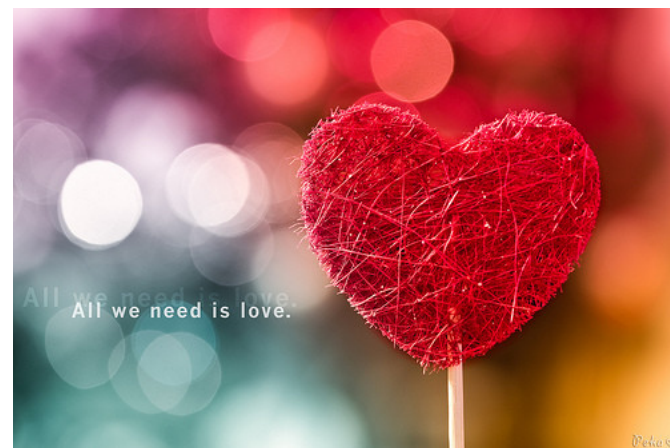
Professional oral care



HEALTHY STRONG TEETH

SPLAT[®]

Professional oral care



SPLAT scope is creation of high quality unparalleled professional oral care products

