Beautiful, healthy teeth make you feel self-assured and confident.
Looking good, with a fresh smile makes you feel confident and contributes to your success. A friendly, sparkling smile with healthy, radiant teeth helps you to take command of your day. edel+white® Whitening maximizes your impact!

Natural Bacterial Control
While our appearance is important, healthy teeth are even more important. We take care of our teeth not just for the sake of beauty but, more importantly, for our health. Bad breath and bleeding gums are often the first signs of excessive bacterial growth that can lead to severe health problems over time. edel+white® Bacterial Control and Gum Care products refresh our mouth and help remove harmful bacteria.

Safety for the spaces between teeth
Swiss oral care brand edel+white® sees safety as its first priority. edel+white® Interdentals are safe and easy-to-use aids that keep clean and healthy the most endangered part of your mouth, the spaces between the teeth. edel+white®. Safety for my teeth. Self-confidence for myself.
Have a fresh and self-assured start to each day. edel+white® gives you the extra certainty of a fresh breath and bright smile in order to master your day, while protecting your mouth from environmental stress factors such as sweet foods, drinks and tobacco that damage or stain your teeth.

Our teeth communicate our personality, can increase charisma but more importantly fulfill vital functions. What passes our lips makes special demands on our oral hygiene at different times of the day. The specific products of edel+white® master these varying demands and will give us the secure feeling of a fresh and protected mouth.

Take a positive bite out of your day!
Sonic Friendly
Bright, shiny and clean teeth with PEDEX®
The whitening and superior stain removal effect of the new PEDEX® bristles was demonstrated by the University of Ulm. PEDEX® bristles are made of two components with built-in cleaning ions, creating a structured surface that removes tartar and stains on teeth efficiently but without risk of harming gums or teeth, compared to regular bristles.

Foam reduced for better cleaning result
edel+white® Anti-Plaque+Whitening toothpaste is especially suitable for use with electric and ultrasonic toothbrushes, as well as manual toothbrushes with enhanced cleaning efficacy. These toothbrushes feature increased bristle-action which generates more foam. Excessive foam in regular toothpaste has negative effects on cleaning results: Less time and less care is given to daily tooth brushing. That is why edel+white® Anti-Plaque+Whitening is foam-reduced and foams just enough! (*Foams for 3 minutes tooth brushing.)

edel+white® Medium Whitening toothbrush
Hard on plaque but gentle to teeth and gums, edel+white® Medium Whitening toothbrush cleans teeth more effectively and makes them brighter and shinier without harming gums. Innovative two-component PEDEX® Whitening Bristles remove stains up to 35% better than regular bristles*. Special square-shaped bristle tufts result in various bristle movements that increase cleaning efficacy.

Especially recommended for discoloured teeth, to enhance Whitening treatments and products.
TYNEX® ø 0.17mm, PEDEX® ø 0.17mm, 42 tufts, 2 component non-slip handle, 15° angled neck.
(*Scientific Study, University of Ulm, Germany, 2002)

edel+white® Anti-Plaque+Whitening toothpaste
Protects the natural beauty of your teeth and gives them a natural white appearance.

Especially low foam formulated for use with electric and ultrasonic toothbrushes and manual toothbrushes with enhanced cleaning efficacy (KONEX®).

The well-balanced formula contains Tetrapotassium Pyrophosphate that helps to remove stains, while tiny silica balls gently clear tooth surfaces from bacterial plaque. Sodium Fluoride helps to protect teeth from acidic attacks during the day.

Especially suitable for discoloured teeth, and supports Whitening treatments and products.

Contains: Tetrapotassium Pyrophosphate 1.5%, Silica, Sodium Fluoride 0.22%, Abrasion factor (RDA): 80/ medium, contains no Sodium Lauryl Sulphate (SLS).

+35% Whitening.

Enjoy daily tooth brushing:
Refreshes and protects the natural beauty of your teeth with state-of-the-art technology.

Foam formation of regular toothpastes

Foam formation of edel+white® toothpastes

Bright, shiny and clean teeth with PEDEX®
The whitening and superior stain removal effect of the new PEDEX® bristles was demonstrated by the University of Ulm. PEDEX® bristles are made of two components with built-in cleaning ions, creating a structured surface that removes tartar and stains on teeth efficiently but without risk of harming gums or teeth, compared to regular bristles.
**Caring for a refreshed mouth.**

Up to 90% of all bad breath is caused by harmful bacteria in the mouth. Studies have shown that the wet and warm surface of the tongue is an ideal place to cultivate bacteria. Tongue cleaners wipe away the bacterial layer on the tongue surface, and light antibacterial and fluoridated mouthwashes without alcohol delay the renewed growth of plaque bacteria.

**Rowntree’s Fresh+Protect mouthwash**
Naturally reduces the growth of bacteria and leaves a fresh tropical taste in the mouth. It fights bad breath with natural Grapefruit and Green Lemon extracts that protect both teeth and gums. Contains Sodium Fluoride for protection against cavities, ideal for repeated use during the day. Alcohol-free and ready for use.

Recommended to fight bad breath and for refreshment during the day.

Contains: Sodium Fluoride 0.022%, Citrus Grandis Extract, Citrus Limonum Extract.

**Style and pleasure for a cultivated dining table.**

In Europe, toothpicks have a relatively young history. They became popular among the aristocracy of the middle ages. In Asia, on the other hand, toothpicks, whose birthplace is India, travelled with Buddhism to China, Korea and then in 538 AD to Japan.

The raw material for the first Japanese toothpicks was obtained from Kawachinagano near Osaka. The first toothpick makers settled down there and became world-renowned for their quality products. Although most have vanished due to international competition, some specialized makers have survived. edel+white® Japan Picks are still manufactured in Kawachinagano and follow the great traditions and craftsmanship of Japanese toothpick making.

In Buddhism, the toothpick is the first out of the «18 Essential Items» that a Buddhist monk is allowed to possess.

**edel+white® Japan Picks**
The Japanese birch wood picks with fresh mint taste combine the convenience of triangular-cut dental sticks with regular toothpicks. The triangular cut perfectly matches the shape of the spaces between teeth and cleans them without harming the gums. The spatula on the back of each stick can be used to remove debris from teeth surfaces. Selected Japanese birch wood guarantees splinter-free flexibility and strength.

Especially suitable for use after meals.
Keeping gums firm and rosy

Balance is the key to health and well-being. Teeth only stay healthy, white and shiny when they are in natural equilibrium. Daily activities such as eating, drinking and smoking can disturb their equilibrium.

If gums bleed during tooth cleaning it is an important sign that the bacterial equilibrium is disturbed and has already affected oral health. Dental care products with plaque-reducing active ingredients and with an astringent effect promote firm gums.

Especially fine, soft toothbrush bristles prevent further damage to irritated gums and help to remove bacterial plaque from the gum line and even little niches. If cleaned correctly and without delay after first symptoms show, inflamed gum tissue usually recovers within a short period of time.
Healthy teeth for life—With the right dental care.

Especially low foam formulated for use with electric, ultrasonic and manual toothbrushes, with enhanced cleaning efficacy (KONEX®).

The active yet gentle formula contains Aluminium Lactate that has an astringent effect on the gums, making them taut and firm. Calcium Lactate and Sodium Bicarbonate reduce the formation of plaque and tartar along the gum line and support the remineralisation of tooth surfaces. Contains Sodium Fluoride for protection against cavities. It is recommended for use twice a day in combination with a soft edel+white® toothbrush.

Specially recommended for irritated gums, sensitive teeth and caries-risk groups (i.e. people with braces, bridges etc.).

Contains: Aluminium Lactate 0.5%, Calcium Lactate 0.5%, Sodium Bicarbonate 0.5%, Silica, Sodium Fluoride 0.22%, Abrasion factor (RSA) 80/ medium; contains no Sodium Lauryl Sulphate (SLS).

Gum Care Forte toothpaste
Soothes and fortifies gums and remineralises the teeth.

KONEX®: High-efficacy yet gentle cleaning

Soft Flosserbrush toothbrush
Exceptionally soft and gentle cleaning even in dental fissures, microfine tapered KONEX® bristles clean well and easily between dental spaces and in border lines with the gums. The slim yet unbreakable, non-slip handle is easy to use and encourages daily brushing.

Especially recommended for caries-risk groups (i.e. people with braces, bridges etc.), irritated gums, and sensitive teeth.

KONEX® ø 0.18mm at base, 0.02mm at tip, 45 tufts, 2 component non-slip handle, 10° angled neck.

The microfine KONEX® bristles are about 8 times finer than regular soft bristles. Through their increased surface activity, KONEX® bristles remove plaque and clean teeth, even in the border line of the gums, more effectively than ordinary toothbrush bristles.*


The microfine KONEX® bristles are flexible and bend easily at the slightest pressure. Therefore, they are far less likely to harm the gums while protecting your teeth and gums from applying too much pressure.

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Especially recommended for caries-risk groups (i.e. people with braces, bridges etc.), irritated gums, and sensitive teeth.

KONEX® ø 0.18mm at base, 0.02mm at tip, 45 tufts, 2 component non-slip handle, 10° angled neck.
For healthy teeth!

Medium Allround toothbrush
The anatomical profiled brush uses rounded TYNEX® bristles which adapt to the tooth surface when brushing using the BASS cleaning technique*. The slim yet unbreakable non-slip handle is easy to use, encouraging everyday brushing to keep teeth clean and healthy.

Recommended for healthy teeth and low-risk groups.

TYNEX® Ø 0.19mm, 45 tufts, 2 component non-slip handle, 10° angled neck.

(*Instructions for the BASS cleaning technique: www.edel-white.com/instructions)

Soft Acu+Tension toothbrush
The exclusive design is inspired by Chinese medicine, relieves hand tension and prevents unnecessary pressure on teeth and gums. Highly tapered KONEX® bristles clean gently, yet thoroughly teeth, the gum line and dental niches.

Recommended for teeth and gums that are damaged due to excessive pressure (i.e. sensitive teeth, abrasion problems), caries-risk groups, and for irritated gums.

KONEX® Ø 0.18mm at base, 0.02mm at tip, 32 tufts, 2 component non-slip pressure absorbing handle, 6° angled neck.

Kid’s Soft speZial children’s toothbrush
The first toothbrush for children with microfine KONEX® bristles! The fully tapered KONEX® bristles clean children’s tender teeth and gums efficiently yet gently. The fine bristles are stable and provide excellent durability. The colourful handle is safe against breaking, and ergonomic for both the child’s fingers and for the parent’s helping hand.

Especially recommended for all children from the first tooth up to the age of 10.

KONEX® Ø 0.18mm at base, 0.02mm at tip, 32 tufts, 2 component non-slip handle, 13° angled neck.

Starting from the first tooth on...

Parents should start brushing their child’s teeth as soon as the first tooth appears because milk teeth have an important spacing function for the alignment and positioning of the permanent teeth. Parents should brush their child’s first teeth daily, especially before going to bed, with a soft toothbrush. From the age of two, children can start to brush their teeth by themselves, but at least up to school age, parents must give the child’s teeth a final brush.

From the first tooth on

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Avoiding force - being a role model!

Kids naturally imitate adults; use this natural inclination in a playful manner to introduce children to oral care. First the child watches the parent brushing his or her teeth, and then the child is allowed to brush the parent’s teeth before they brush the child’s teeth together.
Safety for high-risk areas

40% of tooth surfaces are in between the teeth. These spaces – known as interdental spaces – cannot be reached by regular toothbrushes. Yet most health problems originate in these high-risk areas that are formed by neighboring teeth and the gum line.

80% of tooth decay (caries) and most gum inflammation develops there! Therefore, for sustainable dental health, interdental spaces must be taken care of seriously. edel+white® provides a complete range of innovative and easy-to-use tools for everyday cleaning of interdental spaces.
edel+white® Dental Space Brushes
Clean your dental spaces the safe and easy way!
The unique bending neck design and core with high-tensile strength increase durability of the brush and ensure easy manipulation. The strong surgical wire and white Swiss coating make it hygienic and safe for use for implants, bridges and braces. Available in 5 sizes.
Recommended for easy and safe cleaning of dental spaces, implants, bridges and braces.
TYNEX® tensile strength >1000 N/mm², Swiss safety coating, bending neck design, non-slip handle, travel cap, 5 sizes.

edel+white® Profi-Line Dental Space Brushes
edel+white® Profi-Line Dental Space Brushes are used by dental hygienists and dentists on their patients. These brushes are characterised by the excellent flexibility and durability of the extended compact handle which offers a secure non-slip grip when wearing gloves. The coated, strong, high-alloy wire core gives even the finest brushes stability. The handle design with bending neck also supports the wire core.
Recommended for the professional cleaning of dental spaces, the instruction of the patient on safe usage, and for the demanding home-user. Manipulation with ordinary professional changeable brushes is no longer necessary.

Squeezed diameter
- Ø 0.45 mm
- Ø 0.5 mm
- Ø 0.6 mm
- Ø 0.7 mm
- Ø 0.8 mm

Edel+white® Interdentals
For 100% clean teeth all around: edel+white® Interdentals
For easy and safe cleaning
edel+white® Dental Space Brushes are very durable and easy to use thanks to their resistant core wire and innovative bending neck design. The hygienic and solid coating of the wire protects from contamination and makes it safe to use for implants, bridges and brackets.

For easier reach in dental spaces, the brush neck can be bent to any convenient angle, while the non-slip handle ensures a firm grip and manipulation.
Five sizes from 0.45mm to 5mm allow cleaning of more than 80% of all dental spaces.

Brush diameter
- 2.0 mm
- 2.4 mm
- 3.0 mm
- 4.0 mm
- 5.0 mm

For 100 out of 114 cases of tooth decay originate in the interdental spaces.
Incentive to complete the dental care routine.

**edel+white**

**Flexi Brush Stics**

Quick and efficient cleaning in-between! The ready-to-use stics are ultra-thin and flexible, yet almost unbreakable. The ergonomically bent tip avoids damage to the gums and is designed for an easy reach between teeth. Coated with Xylitol, which is known to reduce bacterial activity.

Especially recommended for use during the day or for travel.

**Dentists agree: Each person needs an individual solution.**

**edel+white**

**Single Brush**

One of the best devices to clean areas that are difficult to reach is the Single Brush! The pointed bristle tuft cleans efficiently along the gum line and gives superior access to hidden areas that are most prone to develop caries. It comes in a compact travel size with protective cap.

Especially recommended for implants and caries risk groups (i.e. people with braces, bridges etc.) and crooked teeth.

TYNEX® ø 0.15mm, pointed tufting, travel-sized, angled handle, travel cap.

**edel+white**

**Expanding Superfloss**

Super-strong and spongy flossing all around - even for wide dental spaces! Held under tension edel+white® Expanding Superfloss is slim and easy to insert. In the dental spaces, it dramatically expands its diameter and cleans even wider spaces effectively. Waxed and with a fresh mint taste.

Especially recommended for wider dental spaces, and for the elderly.

PL multi-filament waxed nylon floss, expanding technology, mint flavour, 25m.

**edel+white**

**Waxed Dental Tape**

Fun and easy flossing even for beginners! edel+white® Waxed Dental Tape glides easily and gently into dental spaces and frays lightly for thorough cleaning results. The specially coated tape does not cut into gums or fingers. Ultra fresh mint taste and colour. Economical: 70m lasts for about 200 cleanings.

Especially recommended for beginners in flossing, and for narrow or normal spaced teeth.

Multi-filament PPL tape, orange, waxed with mint flavour, 70m.
Safe oral care for my teeth and confidence for myself.

### Product overview

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