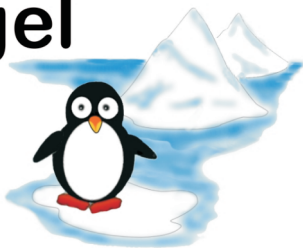


Right from the Start

with

Xgel



*Introducing a paradigm shift in oral care.
Xgel restores the ecology of the oral environment.
Xgel's benefits are life-long, from birth to all ages.*

Developed by a paediatric dentist.

Apply on Xgel sponge, finger brush
or dry toothbrush.

No need to rinse or spit out.

Eco-friendly; no harmful chemicals.

No fluoride, abrasives, detergents or
colourants.

Preservative-free.

Safe if swallowed by baby or child.

Use as a "toothpaste-substitute".



For further information and stockists

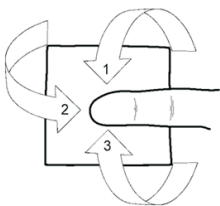
E-mail: info@teethforlife.co.za or visit www.teethforlife.co.za

Right from the Start with Xgel!

1 Begin cleaning baby's mouth from birth with Xgel sponges. Milk feeds (breast or formula) leave a residue in the mouth which, unless removed, provides a culture medium for bacterial and fungal growth. This can often be a source of unpleasant mouth-odours. After each main feed, wet an Xgel sponge in cooled boiled water. Wrap around finger, squeeze out excess water and apply a drop of Xgel. Wipe over baby's gums, inside of cheeks and tongue. Discard sponge after use.

Cleaning the mouth from birth with 

Xgel sponges



Top Tips.

To be maximally effective, Xgel should be applied 3-5 times daily. This is easily achieved by applying to the tip of the dummy before inserting.



2 An Xgel finger brush replaces the sponges as soon as possible, usually when teeth start to appear. Xgel is applied to the soft silicone bristles and, with a circular motion, rubbed over the gums, any teeth, inside cheeks and tongue. No rinsing afterwards; the Xgel is left in the mouth to act on the mouth bacteria



3 A toothbrush follows when baby starts to bite mom's finger through the finger brush! Again apply Xgel to the dry bristles. Mom can help baby reach to the back of the mouth where the molars are starting to erupt.

Wash toothbrush well after and dry with bristles facing downwards.

Making tooth brushing fun!

Mom, do you have a toddler who doesn't want to brush his teeth? No problem!

Xgel has a delicious, sweet taste. Don't say it's toothpaste: Say it's 'Penguin Juice' and, "if you're really good, you can brush with it!" Unlike toothpaste, Xgel is safe to swallow. No rinsing or spitting out. The Xgel is left in the saliva of the mouth to work; it doesn't need the meticulous brushing action we needed with conventional toothpaste. It's that simple!

Cleaning children's teeth just got smarter!



Top Tips:

Lie your toddler back on your lap on a bed or couch. Holding a mirror in your hand works wonders to focus your child. If all the child wants to do initially is chew the toothbrush, don't worry; the Xgel is in the mouth to do its work. We can all relax.



Why use Xgel?

When a baby is born the mouth is sterile but gradually acquires bacteria, mostly from the mother's mouth. The mouth is considered the most contaminated place on the human body with > 700 species of bacteria. Most of these are 'good' bacteria; a few are 'bad' and these cause disease. Our aim, particularly for oral health, is to eliminate the 'bad' bacteria and leave the 'good' ones in place. Xylitol, a sweet-tasting polyol found naturally in many fruits and vegetables, has been proven in numerous scientific studies to achieve just this. Xgel is unique in that it provides Xylitol to a therapeutic level in a convenient gel form. Xylitol is a food substance and, as such, is safe to swallow.

Moms your oral health is important.

Xgel is recommended for moms (dads too) during pregnancy, particularly the third trimester. Xylitol is selectively antibacterial against *Streptococcus mutans*, a 'bad' bacterium known to cause tooth decay. Moms who harbour these bacteria in their mouths pass these to their newborns. This is why tooth decay tends to 'run in families'. Rather than being genetic, tooth decay is a transmissible bacterial disease. By reducing these disease-causing bacteria in the mother pre-birth, this reduces the mother-to-child transmission post-birth.

Prevention of oral thrush.

Babies between 2-3 months are particularly at high risk for oral thrush. The organism responsible for this disease is *Candida* (fungus) and is usually acquired in the baby's mouth during the birthing process. Xgel is anti-fungal and reduces the risk of the baby developing this condition.

Prevention of middle ear infections.

Babies (0-6 months) are particularly at risk of developing this condition due to the short Eustachian tube to their middle ear. This infection can be caused by a bacterium (*Streptococcus pneumoniae*). Xylitol 'destroys' this bacterium but, to be effective, it requires multiple applications of Xgel daily.

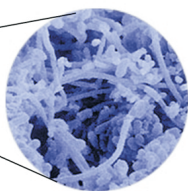
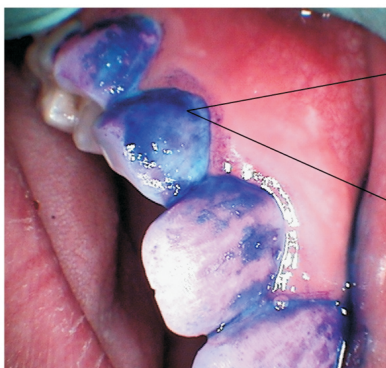
Xgel is beneficial for 'teething'.

The redness of the baby's gums when teeth start to appear is due to plaque. Applications of Xgel 5x daily prevents this harmful plaque build-up. Studies now show that the best time to apply Xylitol is when teeth erupt. That's 6mths - 2¹/₂ yrs for baby teeth and 6 -14yrs for permanent teeth. So moms don't stop the Xgel for your children until they have to buy it for themselves!

Prevention of tooth decay.

The bacteria that cause tooth decay (mainly *Strep. mutans*) are present in the baby's mouth by three months of age - that's long before teeth appear. This is why Xgel must be used by this time. The Xylitol in Xgel cannot be digested by these bacteria; they literally starve. Xylitol also prevents the attachment of these bacteria to the tooth's surface. Any plaque formed is friable and is easily removed by minimal agitation. We say Xylitol is 'birth control' for mouth bacteria but selectively anti-bacterial; it gets rid of the 'bad' and leaves the 'good' ones. We do not want a sterile mouth.

Plaque, a source of bacterial acids



Plaque bacteria enlarged
X 2000

Stained with disclosing
tablets



Plaque is the main cause of tooth decay and gum disease. It's tooth-coloured so most people don't effectively remove it by brushing. Plaque is made visible by staining with Xgel disclosing tablets (see picture above).

Cleaning teeth just got smarter!

Brushing teeth does *not* prevent tooth decay! How can it as tooth decay only occurs in stagnation areas where the tooth brush can't reach? That's where the Power of Xgel comes in; it prevents the formation of plaque in the mouth! Tooth brushes and tooth paste are antiquated; we have to move on. Think: Xgel applicator and selectively anti-bacterial Xgel. Don't rinse or spit: we need time for Xylitol to work at the bacterial level.

A paradigm shift in oral care.

We have moved from aggressive brushing with harsh, harmful chemicals to a gentle application of Xgel life-long from birth. Xgel restores the pH balance of the mouth by eliminating the acid producing 'bad' bacteria. Xgel not only changes the ecology of the mouth but that of the whole nasopharynx. That is why its benefits reach to the middle ear, tonsils and beyond.

What is Xgel?	A gel using the Power of Xylitol to benefit our health.
What's in Xgel?	Xylitol: a sweet-tasting polyol with profound antimicrobial properties. Calcium and phosphate minerals for healthy teeth and gums. Gel base of plant origin, acceptable to vegetarian and other special diets.
What's <i>not</i> in Xgel?	No fluoride, no preservatives, no detergents, no abrasives, no colourants, no flavourants nor other harmful chemicals.
How is Xgel used?	Apply 1-2 drops on an Xgel sponge, an Xgel Finger brush or child's toothbrush. Do not rinse or spit.. Unlike toothpaste, Xgel is safe to swallow.
When is Xgel used?	After meals, snacks and at bedtime. After medications too. Aim for 3-5 applications daily.
Benefits of Xgel:	<i>Dental & medical benefits:</i> Antifungal properties help prevent <i>Candida</i> (oral thrush). Antibacterial properties help prevent middle ear infections. Prevents the inflammation of teething. Effective in preventing tooth decay and gum disease. <i>Eco-friendly:</i> A 'green' product. No harmful chemicals passed to the environment. No water wasted by rinsing. <i>Oral health:</i> Tastes great which encourages kids to brush their teeth!