

*EX LIBRIS*

# THEODENT™

**The Mission Statement:** Replace fluoride in the oral health market place by developing consumer and professional products with clean, safer, and more effective ingredients.



# The Company: A Brief History of Theodent

Born in New Orleans, the Theodent oral care brand was developed from the research of Tetsuo Nakamoto, DDS, Ph.D. In the 1990s, along with two of his colleagues, Alexander Falster, MS, and William “Skip” Simmons, Ph.D., Dr. Nakamoto discovered a novel ingredient found in cacao that was highly effective at strengthening tooth enamel.

Following this discovery, they continued their commercialization efforts and developed a line of premium toothpaste containing this novel ingredient they named “Rennou™.” This toothpaste offered the world the first ever viable alternative to fluoride.

In 2012, the team launched Theodent toothpaste in two-thirds of Whole Foods Markets, the most premium and respected grocer in the United States. Shortly after, Theodent garnered significant international interest and quickly expanded globally, with distribution networks now set up in over 20 major countries.

As more consumers consider moving away from fluoride-based oral care products, seeking safer and more effective solutions, Theodent will continue to expand its product offerings and raise the bar in global oral health.



# The Science of Theodent



# What is Rennou™?

- Rennou™ is the non-toxic active ingredient exclusive to all Theodent products. It is the world's first true fluoride alternative that is **safer** and **more effective**.
- When Rennou is exposed to the enamel, it binds with the existing hydroxyapatite, facilitates new crystal growth, and remineralizes tooth enamel. Rennou™ also makes the enamel crystals **harder** and **larger**.
- Rennou™ is a proprietary blend of Theobromine, Calcium, and Phosphate, and it is **not** harmful if swallowed. Rennou™ has achieved FDA GRAS (generally regarded as safe) status, which is the highest level of food safety awarded.



# The Fluoride Dilemma

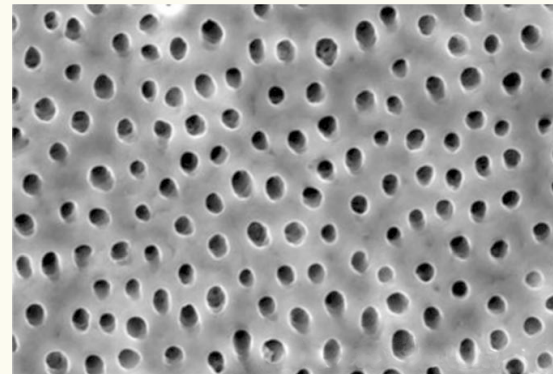
Over 100 years ago, scientists found that fluoride could help prevent tooth decay. Widespread commercial production of fluoride-based toothpastes then began in the 1950s. These products have been considered the standard ever since and make up the vast majority of global toothpaste sales.

However, when it comes to fluoride and long-term health, there's a catch: fluoride is a poison.

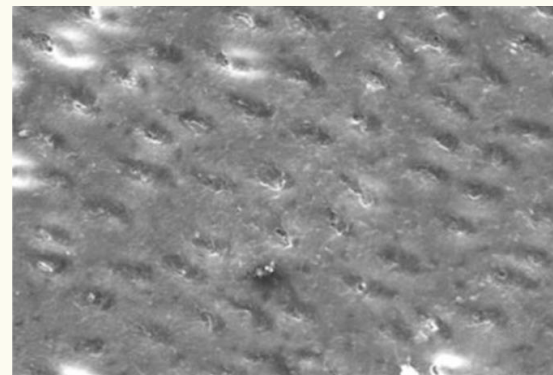
Specifically, studies have shown fluoride to be a neurotoxicant. Even low levels of ingestion are toxic to the body. In fact, the FDA requires a warning on fluoride toothpaste urging a call to Poison Control if too much is swallowed.



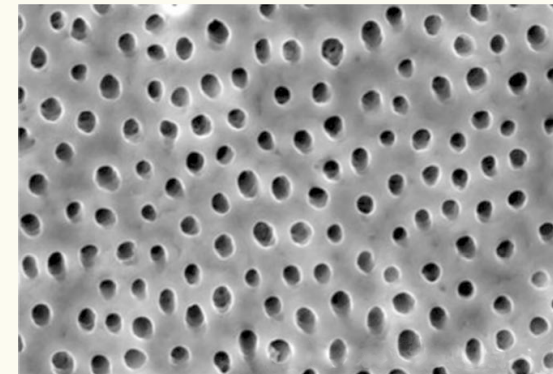
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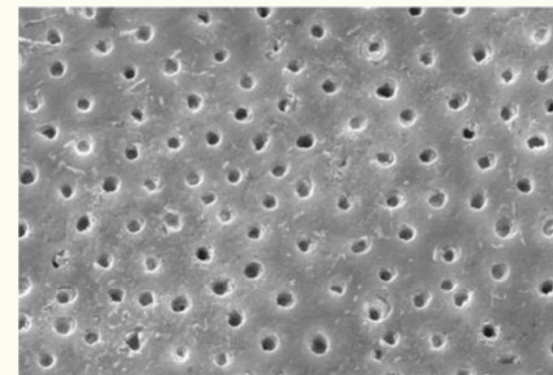
**FIG 1** BEFORE TREATMENT



**FIG 2** AFTER THEODENT CLASSIC



**FIG 1** BEFORE TREATMENT



**FIG 3** AFTER FLUORIDE

Footnote: data taken from report on "Clinical Evaluation of the Efficacy of Theodent Toothpaste for Dentin Tubule Occlusion" conducted at the University of Texas Health Science Center at San Antonio.



# The Products



# Theodent Classic

The foundation of our research, Theodent Classic is our flagship product, and the backbone to the company

- Developed as a twice daily toothpaste, Theodent Classic is aimed to replace common fluoride toothpastes on the market
- Thanks to Rennou™ as the active ingredient, Theodent Classic is NOT harmful if swallowed
- Theodent Classic retails in dental offices, spas, supermarkets, pharmacies, department stores, and luxury boutiques worldwide
- Theodent Classic has a spearmint flavor



# Theodent Kids

Developed for “kids and adults young at heart.”

- Suggested for use as a twice daily toothpaste for children 2 and up
- Thanks to Rennou™ as the active ingredient, Theodent Kids is NOT harmful if swallowed
- Theodent Kids retails in dental offices, spas, supermarkets, pharmacies, department stores, and luxury boutiques worldwide
- Theodent Kids has a tasty sugar-free chocolate flavor, which inspires young ones to brush their teeth



# Theodent 300

Theodent 300 represents the peak of our research and the most premier product in our line

- With a powerful dose of Rennou™, Theodent 300 provides rapid relief for hypersensitivity and remineralizes tooth enamel faster than any toothpaste on the market
- Developed as a twice-daily toothpaste, Theodent 300 can replace your daily toothpaste for an experience that's quite remarkable
- Even with the extra strength dose of Rennou™, Theodent 300 is NOT harmful if swallowed
- Theodent 300 retails in dental offices, spas, supermarkets, pharmacies,





# Distribution, Trademarks & Press

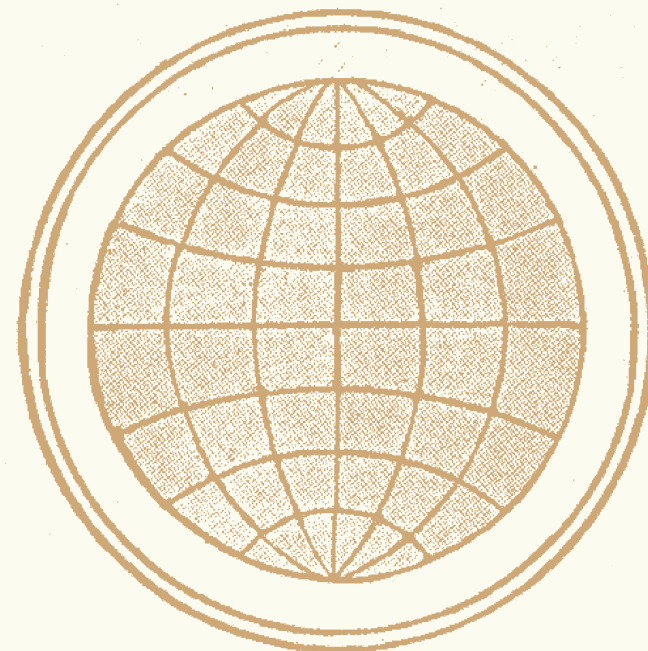



# Global Distribution

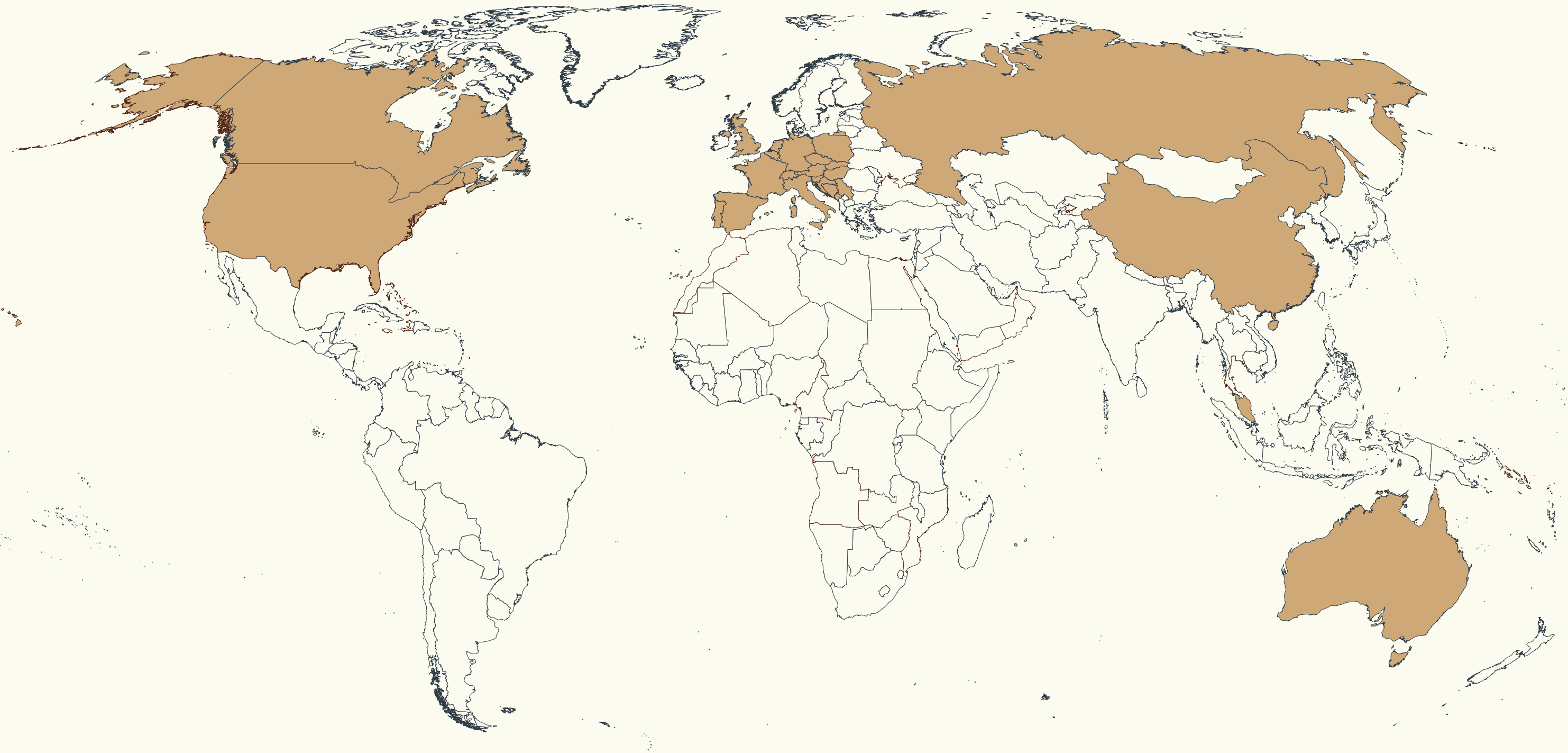
In 2012, Theodent began selling toothpaste exclusively in Whole Foods Markets across 8 regions in the United States only. However, Theodent's popularity amongst high profile international travelers caused quick expansion outside of the United States.

Theodent noticed a fast-growing international interest, and began setting up all necessary logistics and regulatory systems to allow for global commerce.

Today, Theodent is distributed in over 20 countries. Major distribution networks include The United States, Europe, China, United Arab Emirates, and Russia. Theodent is equipped to set up distribution channels in virtually any corner of the globe



 Countries with Theodent Distribution



# Trademarks

We're proud to announce that Theodent has secured trademarks in over 80 countries! That list includes:

- |  |  |   |   |
|--|--|---|---|
|  <b>USA</b>   |  <b>Czech Republic (Czechia)</b>                    |  <b>Lao People's Democratic Republic</b> |  <b>San Marino</b>             |
|  <b>African Intellectual Property Organization (OAPI)</b> |  <b>Estonia</b>                                     |  <b>Latvia</b>                           |  <b>Sao Tome and Principe</b>  |
|  <b>Algeria</b>   |  <b>Equatorial Guinea</b>                           |  <b>Liechtenstein</b>                    |  <b>Senegal</b>                |
|  <b>Armenia</b>   |  <b>European Union Intellectual Property Office</b> |  <b>Lithuania</b>                        |  <b>Serbia</b>                 |
|  <b>Austria</b>   |  <b>Finland</b>                                     |  <b>Luxembourg</b>                       |  <b>Singapore</b>              |
|  <b>Australia</b>   |  <b>France</b>                                      |  <b>Madagascar</b>                       |  <b>Sint Maarten</b>           |
|  <b>Belarus</b>   |  <b>Gabon</b>                                       |  <b>Mali</b>                             |  <b>Slovakia</b>               |
|  <b>Belgium</b>   |  <b>Georgia</b>                                     |  <b>Malta</b>                            |  <b>Slovenia</b>               |
|  <b>Benin</b>  |  <b>Germany</b>                                    |  <b>Mauritania</b>                       |  <b>Spain</b>                  |
|  <b>Bosnia and Herzegovina</b>                          |  <b>Greece</b>                                    |  <b>Mexico</b>                          |  <b>Sweden</b>                |
|  <b>Bulgaria</b>  |  <b>Guinea-Bissau</b>                             |  <b>Monaco</b>                         |  <b>Switzerland</b>          |
|  <b>Burkina Faso</b>                                    |  <b>Hungary</b>                                   |  <b>Mongolia</b>                       |  <b>Syrian Arab Republic</b> |
|  <b>Cameroon</b>  |  <b>Iceland</b>                                   |  <b>Montenegro</b>                     |  <b>Romania</b>              |
|  <b>Cambodia</b>  |  <b>Ireland</b>                                   |  <b>Netherlands</b>                    |  <b>Russian Federation</b>   |
|  <b>Central African Republic</b>                        |  <b>Israel</b>                                    |  <b>New Zealand</b>                    |  <b>Togo</b>                 |
|  <b>Chad</b>  |  <b>India</b>                                     |  <b>Niger</b>                          |  <b>Turkmenistan</b>         |
|  <b>Congo Republic</b>                                  |  <b>Italy</b>                                     |  <b>Norway</b>                         |  <b>Ukraine</b>              |
|  <b>Croatia</b>   |  <b>Ivory Coast</b>                               |  <b>Oman</b>                           |  <b>United Kingdom</b>       |
|  <b>Cuba</b>  |  <b>Japan</b>                                     |  <b>Philippines</b>                    |  <b>Vietnam</b>              |
|  <b>Curacao</b>   |  <b>Kazakhstan</b>                                |  <b>Poland</b>                         |   |
|  <b>Cyprus</b>  |  <b>Republic of Korea - South Korea</b>           |  <b>Portugal</b>                       |   |

# Press

Theodent has been featured in many of the top editorials and has been used by many of the world's prominent celebrities, sports players, and influencers.

**COSMOPOLITAN**

BAZAAR<sup>Harper's</sup>

**Forbes**

**Bloomberg**

**WSJ**

**goop**

**Los  
Angeles  
Times**

**The  
New York  
Times**

**marie claire**



ELEGANT

THEODENT Kids  
CHOCOLATE CHERRY  
Fluoride-Free Children's Toothpaste  
with Rennou™  
NET WT 3.4 oz (96.4g)

THEODENT 300  
DIAMOND MINT  
Fluoride-Free Toothpaste  
with Extra Strength Rennou™  
NET WT 3.4 oz (96.4g)

THEODENT CLASSIC  
SPEARMINT  
Fluoride-Free Toothpaste  
with Rennou™  
NET WT 3.4 oz (96.4g)

THEODENT CLASSIC

Hand & Body Lotion



SPEAR  
Fluoride-Free  
with R6  
NET WT 1.34

ELB



1002  
Rennou™  
**THEODENT™**  
CLASSIC  
SPEARMINT  
Fluoride-Free Toothpaste  
with Rennou™  
NET WT 3.4 oz (96.4g)

3002  
Rennou™  
**THEODENT™**  
300  
DIAMOND MINT  
Fluoride-Free Toothpaste  
with Extra Strength Rennou™  
NET WT 3.4 oz (96.4g)

200  
Rennou™  
**THEODENT™**  
Kids  
CHOCOLATE CHIP  
Fluoride-Free Children's Toothpaste  
with Rennou™  
NET WT 3.4 oz (96.4g)



# Shared Values

Our goal at Theodent is not only to provide the world with an amazing toothpaste but also to promote a healthy way of life. This concept is so important to us and drives our search for partners around the globe. We want to find people that share this idea—the idea that a focus aimed at improving oral health can dramatically improve quality of life.

If you are interested in partnering with us, you may reach us at **[info@theo-corp.com](mailto:info@theo-corp.com)**