

New Aquafresh iso-active® foaming gel: product summary

GlaxoSmithKline and its scientists at the Aquafresh Science Academy are constantly re-evaluating the way in which they think about oral care in order to create innovative new products for dental professionals to help patients with their oral care regimens.

Aquafresh iso-active® foaming gel has a unique formulation that works beyond paste to penetrate hard-to-reach places in the mouth and deliver a superior whole mouth clean. [Bosma, McNab, 2008; Newby, Hickling 2008]



Improved bacterial removal: It is proven to remove significantly more anaerobic bacteria and volatile sulfur compound (VSC)-producing organisms than ordinary toothpaste*.

Gel-to-foam action: Generating twice the volume of ordinary toothpaste* the activated foam formulation goes beyond the brush, spreads ingredients around the mouth and rinses clean away.

Superior mouth clean: Activated foam penetrates hard-to-reach places to help remove debris and bacteria, fighting malodour to deliver a superior mouth clean compared with ordinary toothpaste*.

Clean, fresh breath: Shown to reduce the major components of oral malodour with a greater reduction in VSC levels compared to ordinary toothpaste,* to provide long-lasting fresh breath.

Fluoride protection: A triple action formulation with fluoride to clean, freshen and protect against caries.

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Notes for editors:

*Studies compared Aquafresh iso-active® with a commercially available triclosan-containing dentifrice or gel dentifrice. Aquafresh iso-active® is a registered trademark of the GlaxoSmithKline group of companies.

References

- Bosma MLP, McNab R et al. Removal of oral debris and bacteria during supervised tooth brushing. *Arch Oral Biol* 2008; **53** (Suppl 1): S26–S30.
- Newby EE, Hickling JM et al. Control of oral malodour by dentifrices measured by gas chromatography. *Arch Oral Biol* 2008; **53** (Suppl 1): S19–S25.