

## CURASEPT

### COMPANY PROFILE

#### Commitment to Oral Health

Curasept S.p.A. is an Italian company entirely dedicated to improving Oral Health, a field in which it is market leader owing to more than twenty years of commitment to research & development aimed at creating functional, reliable, innovative solutions for chemical and mechanical oral hygiene.

Founded in 2001, it now has around 300 direct and indirect employees and collaborators in Italy, partnership with several research centres, and operates in over 40 countries through a network of distribution partners – being as such one of the most important player of Made in Italy in the world.

Since it was founded, the company has been working alongside Dentists, Dental Hygienists, and Pharmacists, sharing innovative techniques and instruments to counteract disorders of the masticatory system, while also supporting patients and consumers through a complete range of solutions for prevention and daily dental care for all requirements.

Curasept collaborates with reputable Italian universities, including the University of Milan, Rome, Naples, Turin, Pavia, Catania, Bologna, Bolzano and Genoa, in which it organises training courses, and is involved in many scientific studies and exclusive partnerships for the design and production of solutions in the field of Oral Care. Curasept products and solutions are distributed through pharmacies or dental channels, ensuring a clear choice of maximum quality and reliability. There are currently almost 33,000 Italian dental practices working with Curasept, and it is dispensed in 99.1% of pharmacies. Curasept is found in over 40 foreign countries in 4 continents.

The Curasept company name is derived from "Sept" - originally related to the first anti-plaque (antiseptic) Chlorhexidine ADS (Anti discoloration System) product, the only one on the market - and "Cura", initially referring to the product. Today the name reflects the company mission, which can be defined as the daily presence and support for people and professionals in the sector.

#### Identity

Curasept is driven by a desire to create and strengthen positive relationships between people. It acknowledges the mouth's central role in overall health, not only for its essential biological functions but also for its impact on aesthetics, psychological well-being, and social interactions.

Health, care, and well-being are the core pillars driving Curasept's years of dedicated research and innovation, delivering original, high-quality solutions in oral hygiene. At Curasept, we believe everyone deserves to feel comfortable and confident in their own smile. That's why we're dedicated to supporting people in their daily oral care, from prevention to aesthetics, with safe and effective solutions. Our philosophy is simple: to provide "The right solution for every need".





## Key figures

2024 TURNOVER: 50 MILLION €	DIRECT AND INDIRECT EMPLOYEES & COLLABORATORS 300
11 PATENTS	OVERSEAS DISTRIBUTION IN OVER 40 COUNTRIES
10% OF TURNOVER INVESTED IN R&D	16 PRODUCT LINES

## A story of firsts

Since its foundation, Curasept has rapidly become established as a point of reference in Oral Care due to the design, development and patenting of one of the first innovations in the sector, **Chlorhexidine with an Anti-Discolouration System (ADS)**, a system that revolutionised the sector and set a new Gold Standard. This is the ADS (Anti Discolouration System), a system that enables the use of Chlorhexidine-based preparations significantly reducing the risk of discolouring the teeth, one of the hitherto well-known side effects of Chlorhexidine. Thanks to this innovation, Curasept became the product leader on the market for Chlorhexidine in Italian pharmacies as early as 2005. This leadership has now been reconfirmed by a newly patented formulation that combines the anti-plaque, antibacterial effects of Chlorhexidine with the cellular bioactivation action of DNA (DNA-ADS system).

## Valued partnerships

Curasept works with many important Scientific Societies, Associations and Universities towards the development of scientific culture relating to the health of the oral cavity: prevention, oral hygiene, periodontology, implantology and related medical-biological disciplines.



## R&D - Curasept, pioneer in the innovative use of Chlorhexidine and constantly seeking innovation

Curasept works with extensive reference literature made up of an abundance of clinical studies, 11 patents, and has always invested in R&D to develop new solutions that will change clinical practice and improve dental care. Every year it invests 10% of its turnover in research - in a division with a predominantly female profile - with production sites located throughout Italy.

For over 20 years, the company's research and development has been broadly based on 5 key points:



1.

CHLORHEXIDINE AND ADS: The first innovative invention, developed by Curasept in 2002, was the ADS (Anti Discolouration System) patented system, designed to interfere with the main pigmentation



mechanisms induced by prolonged use of products based on Chlorhexidine digluconate, the gold standard antiseptic, drastically reducing its incidence and extent. ADS NEW: In 2023, the ADS system was further upgraded to protect the natural whiteness of the teeth, interfering even more effectively with the main pigmentation mechanisms, helping to reduce its incidence as much as possible. This is due to the addition of N-acetylcysteine (NAC) in addition to Sodium Metabisulphite and Ascorbic Acid. The ADS system is found in all Curasept's Chlorhexidine lines and remains one of the company's flagship products.

2. **DNA:** DNA is a new biologically active functional ingredient consisting of deoxyribonucleic acid, which can be extracted from many animal or plant-based organic sources or from microorganisms. Its properties are based on its anti-inflammatory effect and its capacity to stimulate biological mechanisms that lead to tissue repair.
3. **CHLORHEXIDINE COMBINATIONS:** Combining Chlorhexidine with other active substances has given rise to more specialised specific treatments: soothing, regenerating, astringent and protective, which respectively contain Chlorobutanol, Hyaluronic Acid, Hamamelis Virginiana and Colostrum added to Chlorhexidine, the ADS System and DNA. This made it possible to develop specific products targeting wounds and irritation of the mucous membranes, gums that tend to bleed, and mucous membranes weakened or damaged by invasive dental surgery, such as the insertion of implants, while retaining all the benefits offered by Chlorhexidine.
4. **CPC, HAP, ESSENTIAL OILS WITH NO ALCOHOL OR SLS:** In addition to the specific treatments above, there is the Curasept Protection Booster line for daily oral hygiene. The (patented) slow-release CPC-HAP complex in toothpastes, and the unprecedented combination of essential oils and Cetylpyridinium Chloride in mouthwashes, reinforce oral defence for effective protection against microorganisms in plaque. These formulations also contain a combination of surfactants with suitable properties, which avoids the use of alcohol as a solubilising agent. In fact, alcohol constitutes a risk to oral health, since it can cause irritation and dehydration of the mucous membranes, burns, and can change the sense of taste. This is why Curasept limits its use as far as possible, along with SLS (Sodium Lauryl Sulphate), a foaming surfactant that can cause irritation of the oral mucosa in predisposed individuals. The objective of Curasept Research and Development is to select substances with known efficacy, which minimise any disadvantages or negative effects while enhancing the positive aspects.
5. **HYDROXYAPATITE:** Seven years of research led to the identification and development of 3 active substances capable of regenerating and remineralising enamel and dentine. These are the Bioactive Complex, HAF and the F-ACP Complex, found in the Curasept Biosmalto lines. Bioactive complex is made up of Hydroxyapatite partially substituted by Magnesium, Strontium and Carbonate conjugated with Chitosan. Substitution of these elements facilitates nucleation and stabilises newly-formed Biohydroxyapatite crystals. H.A.F is a Hydroxyapatite partially substituted by Fluorine. This boosts the effects of the Bioactive Complex because the mineral obtained by substitution with Fluorine is more resistant to acid attacks than the natural one. These two active substances are found in the toothpastes and mouthwashes. Their application increases resistance to tooth decay, inhibits the formation of bacterial plaque, stimulates remineralisation of enamel and dentine and relieves the symptoms of dentine sensitivity. Cases of severe demineralisation or sensitivity can be treated with mousses based on F-ACP, an amorphous Calcium Phosphate complex functionalised using Carbonate, Fluorine and Citrate. It is a highly reactive non-crystalline anhydrous mineral that is rapidly converted into Hydroxyapatite on contact with saliva. The newly-formed crystals are small enough to occlude the dentinal tubules, leading to a rapid reduction in the sensitivity of dentine, acting selectively on



highly demineralised areas. The mousses are available in both the 150 ml format for dental practices and the 50 ml home format that can be purchased in pharmacies.

#### THE IMPORTANCE OF DENTAL HYGIENE IN ORGANIC HEALTH

If health is defined as “a state of complete physical, psychological and social well-being and not as the absence of disease or infirmity” (WHO), oral health does not simply mean absence of disease, but much more: it is, in fact, a condition with a profound effect on a person's state of health and well-being; for example, there are correlations between dental malocclusion and changes in body posture, and between periodontal disorders and diseases of the cardiovascular system and diabetes.

Moreover, the function of teeth is not just limited to chewing. Due to their location and their relationship with the lips, cheeks and tongue, the teeth play an essential part in phonation (articulation of words) and relational life: inability to smile, due to poor oral care, can seriously limit social relationships and, therefore the individual's social life.<sup>1</sup>

#### INTERESTING FACT

Cetylpyridinium Chloride has appeared in the most recent scientific news, since it is believed to be one of the most effective active ingredients against most forms of virus, including more dangerous respiratory viruses such as influenza, SARS and, more recently, the COVID-19 virus. The Ministry of Health actually recommended it as a preventative measure during the spread of the Sars-CoV-2 virus. It has been shown that rinsing with mouthwash containing CPC at a concentration of 0.05% to 0.1% during dental procedures helps minimise the risk of transmission of the Covid-19 virus found in the oral cavity, preventing it from spreading.”

## CURASEPT

### PRODUCTS AND SOLUTIONS

#### Product lines for every situation

In line with its philosophy of supporting professionals and people in everyday life, Curasept takes an innovative, revolutionary approach related to both resolving the main problems associated with correct oral hygiene and preventing disorders of the oral cavity through a system of products that “finish the job”. This means that it does not simply act through individual products, but through a truly cohesive system of intervention that involves the synergy of mouthwashes, toothbrushes and specialist toothpastes created to interact effectively to solve a specific problem.

The Curasept products are designed for optimal effect according to the level of development of the dental apparatus, along with a total physiological respect for the individual, taking into account needs that change

<sup>1</sup> [https://www.salute.gov.it/portale/temi/p2\\_6.jsp?id=723&area=Sorriso%20salute&menu=patologie](https://www.salute.gov.it/portale/temi/p2_6.jsp?id=723&area=Sorriso%20salute&menu=patologie)



with age. The extensive range of products supports children as they grow into adults, with guaranteed self-evident, reliable results.

- **Dental care for the developmental age**

From 0 to 6 months, the teething process can cause significant problems: from localised discomfort, behavioural changes, to general malaise. The most suitable remedies are natural topical products with high tolerability and no side effects, such as gels with natural components and no local anaesthetic, sugar, or alcohol. From 6 months to 6 years, and then from 7 to 12 years, it is essential to prevent decay in milk teeth, inhibit the formation of plaque and ensure the healthy development of permanent teeth and newly-formed teeth. Curasept takes care of the first years of a child's life with the Primi Denti (First Teeth), Teething Ring, Kid and Junior toothpaste and toothbrush lines.



- **Daily oral hygiene**

Oral hygiene is essential to our general well-being. In fact, the state of health in the mouth affects the whole body. This is why it is essential to practise daily oral hygiene that effectively counteracts the action of harmful microorganisms that populate the mouth and maintains its efficacy over time. A common mistake is the tendency to associate mechanical oral hygiene purely with a toothbrush, overlooking the fact that a tooth has 5 surfaces. Several instruments are needed to adequately clean them all. Correct mechanical oral hygiene must remove food residues and bacterial plaque from all 5 dental surfaces every day, including the interdental spaces and gum line. This requires several tools, each responsible for the hygiene of a different part of the tooth: toothbrush, floss, and interdental brush.

**Curasept Protection Booster** is the **Curasept line** created to boost the defences of the oral cavity every day, using an unprecedented formulation containing **active substances with therapeutic properties newly combined into a single product**. They are aimed at preserving the health of the teeth and gums and helping to





maintain the general well-being of the body. In fact, there is a link, also recognised by the WHO, between the health of the mouth and the health of the body. The original, prolonged-release formula of the line has a guaranteed long-lasting effect. Three flavours plus a junior version, four mouthwashes and four toothbrushes, all made from 96% recycled plastic with 100% bio-based polymer bristles.



## • Prevention

- **Curasept Biosmalto**, specific lines for the prevention and treatment of **tooth decay, abrasion and erosion**. Three patents and three innovative active substances based on biomimetic, biocompatible, bioactive materials that enhance the remineralisation of enamel and dentine.

The **Sensitive Teeth** Line has a formulation containing Potassium salts that are readily available and strictly recommended by FDA guidelines. It rapidly relieves pain, occludes the dentinal tubules by forming a thick, even layer of mineral, protects from sensitivity over time and firmly remineralises the enamel and dentine.

The Curasept Biosmalto Line, when combined with mechanical oral hygiene actions and a low-carbohydrate diet, inhibits the proliferation of plaque, protects against acid erosion and abrasion, and prevents sensitivity.

The line also includes Curasept Biosmalto Probiotic, a food supplement that inhibits proliferation of the cariogenic biofilm and thus limits the degradation of enamel and dentine, due to an exclusive combination of probiotic bacteria and protective components.



- **Curasept Prevent**, a protection and prevention line for the management of risky situations; a range of products for daily use in accordance with protocols for the **prevention of mucositis and peri-implantitis**, e.g. in the event of dental implants, but also to prevent relapses in patients with natural teeth who have already been treated for gingivitis and periodontitis.

The effects of Curasept Prevent are particularly beneficial when there are risk factors such as: smoking, diabetes, dry mouth, impaired immune defences, obesity, or cardiovascular diseases that can trigger the onset of inflammation such as mucositis and gingivitis in people already suffering from gum problems.



Due to the combination of products based on ozonated extra virgin olive oil and specific probiotics and postbiotics, the Prevent system rebalances the oral microbiota on a daily basis, countering plaque formation. This treatment has the advantage of maintaining the oral microbiota in a state of equilibrium (eubiosis), because uncontrolled proliferation of the oral bacterial flora can lead to excessive production of pathogenic bacteria, such as obligate anaerobic Gram-negative bacteria, recognised as the main type responsible for implant-related and periodontal diseases.

The postbiotic contained in this line was new in 2023: it is derived from the **bio-fermentation of lactate** by a strain of *Lactobacillus Paracasei* CNCM I-5220 using a reproducible patented process that yields a mixture of pure metabolites (Bacillus Ferment Extract Filtrate, Hexadecenoic Acid, Oleic Acid, and Riboflavin). **The metabolite mixtures contain no microorganisms, whether live and dead, or any fragments of these, and do not contain culture broth.**

The PBTech fermentation process is unique in that, starting from a specific strain, it produces **postbiotics with a very precise, reproducible metabolic profile.**

From this strain, by varying certain production steps, it is in fact possible to obtain different metabolites that help **maintain immune homeostasis and protect the mucosal barriers.**



#### INTERESTING FACT

The data relating to dental implantology highlights how Italy, with **1 million new implants every year**, is **one of the most widely affected countries in Europe in terms of the ratio between the overall population and people who resort to implantology due to periodontal problems**. And in the pool of people with high risk factors, there is extensive data relating to periodontal disease: 7 out of 10 Italians suffer from gum disease<sup>2</sup>, the advanced stages of periodontitis occur in approximately 40% of the population, of which 10% are severe cases<sup>3</sup>, over 40% of diabetic patients suffer from it, with a similar trend among smokers, where as many as 35% fall ill with periodontitis.

<sup>2</sup> Source AIOP (Italian Academy of Prosthetic Dentistry)

<sup>3</sup> Dental Tribune Year XVII No.1





- **Mechanical hygiene**

- Curasept **anti-plaque toothbrushes** remove plaque using Soft Touch System technology, an innovative system of soft, flexible, compact, numerous bristles. The high quality of polyester filaments combined with the right degree of softness and density ensure effective cleaning without damaging the gums and dental tissues. The Curasept toothbrush line was designed to prevent gum injuries caused by incorrect brushing, owing to the soft, flexible bristles that perform gentle cleaning, and to provide a targeted response to specific problems such as orthodontic appliances, implants, cleaning of individual teeth, etc.
- **Treatment line toothbrushes** specifically for those with orthodontic appliances – Ortho toothbrush with a V-shaped profile and bristles covered with soft particles that help to clean effectively without damaging the enamel – for the hygiene of prostheses on implants – Implant toothbrushes with a specific shape, ergonomic handle and soft, flexible bristles – for treatment following surgical, implantological, or periodontal procedures, in cases of heightened sensitivity due to wounds and exposed root surfaces – Surgical toothbrush with a small head and anatomical shape.
- **Curasept Proxi** is an innovative line of high quality, safe **interdental brushes** resulting from years of research, made entirely in Italy, with proven resistance to repeated bending and traction forces well above the values required by the reference ISO standard (UNI EN ISO 16409 :17). The Curasept Proxi range is characterised by exclusive innovations such as the Save Stop System protective sheath, the core blocking system and the identification number on each brush. There are two different lines, according to the size: Prevention, recommended for narrow interdental spaces and healthy gums, available in 5 sizes, and Treatment, recommended for wider interdental spaces due to gum problems, malpositioned teeth or dental treatment, available in 11 sizes. Both sizes are available in Straight or Angled versions.
- The brand new line **Curasept Picks** suitable for everyone, anywhere, anytime. Thanks to the atraumatic rubber spiral head and the innovative patented Roll & Clean System®, it removes plaque and food residues with superior effectiveness and it can be used by those approaching interdental cleaning for the first time. A practical tool also when you are outside.
- The **interdental flosses** complete the Curasept mechanical hygiene line. Seven references specifically for different needs or problems, from the innovative Professional floss with a rigid thread guide and spongy section to the traditional waxed version.

- **Treatment for specific diseases**

Curasept offers a complete product line specifically designed for every clinical requirement.

- **Curasept ADS with Chlorhexidine and DNA** is a **patented Curasept** line recently renewed with a unique formulation that enhances the anti-plaque and antibacterial action of Chlorhexidine, with the effects of DNA, which acts as a cellular bioactivator.

Chlorhexidine is the gold standard among causal treatments for periodontal disease; it works on the aetiological factors of gingival inflammation through a bactericidal effect and biofilm breakdown but has no effect on damaged tissues. Hence the importance of DNA, a bioactive substance that acts directly on damaged tissues using an anti-inflammatory action and a rapid, profoundly regenerative,



effect. Finally, the ADS system counteracts the main mechanisms of dental pigmentation activated by prolonged use of Chlorhexidine, without interfering with its action.

The Curasept ADS line also includes Chlorhexidine combination treatments, in which Chlorhexidine, the ADS system and DNA work in synergy with active ingredients with a targeted action, enabling the treatment of more specific problems (Curasept ADS regenerating treatment, Curasept ADS astringent treatment, Curasept ADS soothing treatment, and Curasept ADS protective treatment).

The mouthwashes and toothpastes in the combined lines, mouthwash and toothpaste with chlorhexidine 0.05, also feature the new enhanced ADS NEW System.



#### INTERESTING FACT

For 30 years, Chlorhexidine has been recognised as the Gold Standard worldwide. It appears in the ministerial guidelines as an agent indicated in procedures for protection against Covid-19 in dental practice.

The Curasept 0.20 and 0.12 mouthwashes and the 0.5% Periodontal Gel containing ADS+Sodium DNA are the only Chlorhexidine-based formulations in Europe to obtain medical device class III certification from the Istituto Superiore di Sanità (Italian National Institute of Health), in accordance with Directive 93/42/EEC.

- **Afterapid**, an innovative line for the treatment of mouth ulcers, distinguished by its exclusive formulation conceived to fully meet the needs of patients suffering from ulcers, stomatitis, and wounds caused by orthodontic braces, prostheses, surgical procedures, viral infections, vitamin deficiencies, and impaired immunity. In fact, it not only provides immediate relief from pain and protects the wound, but healing is accelerated by the synergy of the components in its innovative patented formulation, with high "substantivity". The complete line includes: Curasept Afterapid mouthwash, Curasept Afterapid protective gel and Curasept Afterapid spray. The Afterapid line, together with the Biosmalto and ADS-DNA lines, are classified as medical devices.



## • Whitening systems

A radiant white smile is a symbol of well-being that goes beyond aesthetics. It is a way of feeling constantly on form and sure of oneself. Just like a style, perfume, or posture, the smile is also part of those treasured features that make a person unique. This is why Curasept has designed two product lines:

- **Curasept Whitening**, a home whitening line specially designed to maintain the results obtained through professional treatment, with a formulation recommended for daily use in addition to correct oral hygiene, for those who wish to maintain the natural whiteness of the teeth.



- **Whitening Luxury**, a superior whitening system that acts through toothpaste-toothbrush synergy and the effectiveness of an exclusive formulation which, due to the combined action of its Whitening Luxury System active ingredients, not only whitens the teeth but also has a remineralising effect that helps counteract the natural ageing of the enamel.



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