

the oral care revolution



What if everything you thought you knew about oral care was wrong?

Unlearning the myths. Relearning the science.
Redefining the future of oral health.

Supermouth®

Trusted by Professionals. Loved by Families.
Built for Everyone.

introduction

At SuperMouth, we believe it's time to rethink everything you thought you knew about oral health. The Oral Care Revolution is our manifesto against outdated practices and misleading "natural" trends. Despite dental disease being the most common chronic condition worldwide, it's largely preventable – if we treat the mouth as the dynamic ecosystem it truly is.

Instead of products that rely on aggressive scrubbing or germ-killing rinses that indiscriminately destroy the delicate balance of the oral microbiome, we champion science-backed solutions like nano-hydroxyapatite, prebiotics, and pH-balanced care to rebuild enamel and support the good microbes that keep your mouth healthy.

Our patented Liquid Enamel Technology™ – nano-hydroxyapatite + vitamins D3 & K2 – powers every toothpaste, mouthwash, and floss, personalized for every age, stage, and risk factor. And because safety matters, every ingredient we use is rated at the highest levels by the Environmental Working Group (EWG).

This guide ends with a practical daily routine and our signature Mouthstanding™ vs. Mouthrageous™ chart – so you can make empowered choices for a healthier, happier, SUPER mouth.

Join the Revolution!

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why oral health is broken

According to the World Health Organization, dental disease is the #1 disease in the world and the most common chronic disease in children. And yet, almost all of it is preventable.

It would be bad enough if dental disease only affected the teeth and mouth. But oral health is deeply connected to systemic health, mental health, sleep, self-confidence, and even personal and professional success. When oral health breaks down, it impacts far more than your smile – it affects how you feel, how you function, and how you live.



So why are we still losing this battle?

Because the products most people rely on – whether conventional or “natural” – are failing. For decades, we’ve been told to scrub our teeth with high-speed electric brushes, zap enamel with fluoride, and sterilize our mouths with rinses that “kill 99% of germs.” Oral care education has been replaced by flashy marketing terms and gimmicks.

This approach is outdated and damaging.

bottom line

If oral care worked the way it’s been sold to us, cavities wouldn’t still be the #1 disease. Something has to change.

the mouth: more than just teeth

Your mouth isn't just teeth. It's a living ecosystem – teeth, gums, saliva, and billions of microbes working together.

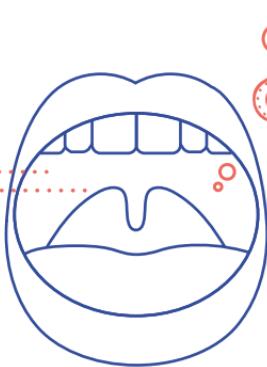
And teeth aren't "dead rocks." While enamel itself isn't living tissue, it is repairable through remineralization. Beneath that enamel, your teeth are very much alive – with blood supply, nerves, and living structures that connect to the rest of your body.

Your oral microbiome – the community of bacteria and other microbes that live in your mouth – protects you. It's linked to digestion, immunity, sleep, and even emotional well-being.

Bacteria in your Mouth the good, the bad, the acidic

You'll find different types of bacteria thriving on the tongue, palate, cheeks, & teeth – about **1,000 species** of them!

In a healthy mouth, this microbiome population helps in the mineral exchange between your teeth and saliva and helps **protect your mouth against infections**.



In an unhealthy mouth these microbes can produce waste products that can damage the teeth and gums leading to infections that can enter the bloodstream.

What's that look like?

Let's say you routinely have bleeding gums when you brush. It doesn't hurt and only happens once a day, so you don't pay much attention to it. But bacteria do! They enter your blood stream through bleeding gums and travel throughout your system.



Tip: Think of your mouth as a rainforest – protect the balance, and everything thrives.

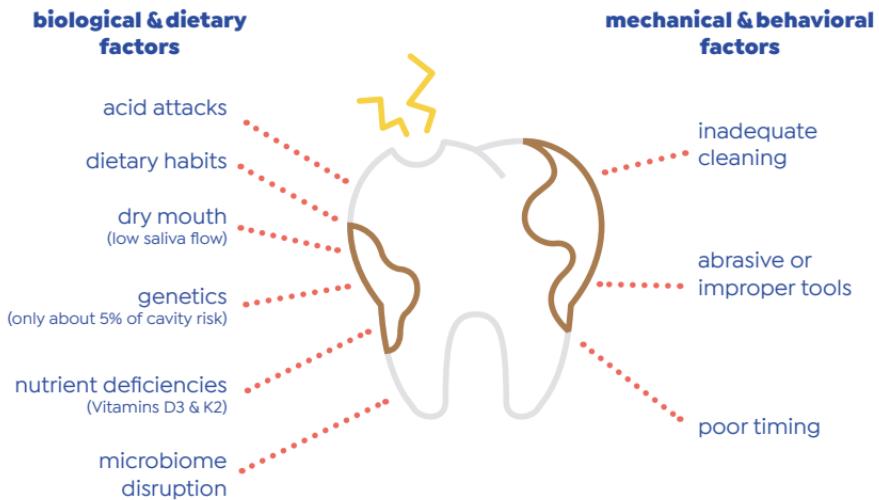
how cavities & oral disease really form

Cavities form because of a simple cycle that happens every time we eat or drink. After a meal, the pH in our saliva drops. When it falls below about 5.5, the enamel (made mostly of hydroxyapatite crystals) begins to dissolve – a process called demineralization.

Within 30–60 minutes, saliva naturally raises the pH back toward neutral, and minerals like calcium and phosphate are reabsorbed into the enamel during remineralization.

If demineralization happens more often or for longer than remineralization, the balance tips – and that's when cavities form.

what tips the balance towards cavities?



Tip: Wait at least 30–60 minutes after meals or drinks before brushing, because enamel is especially vulnerable to damage during this acidic period. During that time, use SuperMouth's mouth spray to alkalinize pH, provide prebiotics, and freshen breath safely.

pH, prebiotics & probiotics

Alkaline matters: A healthy mouth stays near neutral (~pH 7) to slightly alkaline. Acid weakens enamel and fuels bad bacteria.

Comparing Sodas to Common MouthWash pH Levels



photo courtesy of Dr. Nelson

Probiotics: Live microbes that may be helpful in certain therapeutic settings, but results in daily oral care are unpredictable because everyone's oral microbiome is unique – as individual as a fingerprint.

Prebiotics: Feed the good microbes already living in your unique microbiome, starve harmful bacteria, and help maintain balance.

That's why prebiotics are the smarter choice for routine oral care.



Tip: Skip the “kill 99% of germs” products. Feed your good bacteria instead with prebiotics such as inulin in your oral care products – they not only strengthen the good microbes but also help selectively reduce harmful ones.

fluoride vs. hydroxyapatite: beyond the debate

For decades, oral care has been framed as fluoride vs. "non-fluoride." But non-fluoride is an empty label—it says what's missing, not what's in the product. The real choice is between fluoride and hydroxyapatite, the proven ingredients that protect and strengthen teeth.

Fluoride	VS.	Hydroxyapatite
Naturally found in water, tea, and seafood		The mineral that makes up ~97% of enamel and ~70% of dentin. In the 1970s, scientists developed a biomimetic micro-hydroxyapatite for oral care; in the 1980s they created nano-hydroxyapatite, small enough to repair enamel at the microscopic level.
Pros:		
<ul style="list-style-type: none">enamel strengtheningFDA-approved for anti-cavityclinically proven to reduce decayaffordable & widely used		<ul style="list-style-type: none">biomimetic (your body recognizes it)repairs enamelsafe for all ageseffective even without fluoride
Cons:		
<ul style="list-style-type: none">can't rebuild lost enamelin high levels can cause toxicity, especially in children (fluorosis).		<ul style="list-style-type: none">more expensiveonly effective at the right concentration.
<ul style="list-style-type: none">Not All Fluoride Toothpastes are the Same: Some add calcium compounds that reduce fluoride's effectivenessHow it Works: with fluoride present, a stronger mineral called fluorapatite can form. Fluorapatite is about 10x more acid-resistant than natural enamel and only starts dissolving at pH 4.5.		<ul style="list-style-type: none">Nano > Micro: Nano-hydroxyapatite penetrates enamel to rebuild; micro mostly coats the surface.How it Works: Hydroxyapatite, the same mineral as natural enamel, bonds to teeth, filling microscopic defects and repairing early damage. It restores lost minerals, strengthens enamel, and protects without disrupting the oral microbiome.

So when should you use what?

- Everyone:** toothpaste should contain at least 10% nano-hydroxyapatite + vitamins D3 & K2.
- Lower cavity risk** (fewer risk factors, any age): nano-hydroxyapatite alone is usually enough.
- Higher cavity risk** (more risk factors, especially in older kids and adults who are less prone to fluoride side effects): add fluoride to nano-hydroxyapatite for extra protection.

fluoride vs. hydroxyapatite: beyond the debate

Micro-Hydroxyapatite

(Developed: 1970s)

VS.

Nano-Hydroxyapatite

(Developed: 1980s)

Pros:

- mimics the body's natural enamel repair process effectively
- provides a protective layer on the tooth surface

- smaller particles enable deeper penetration and superior remineralization
- helps reduce the sensitivity by sealing dentinal tubes
- enhances cosmetic appearance with a whiter, smoother tooth surface
- binds to bacteria, reduces plaque without disturbing the oral microbiome

Cons:

- larger particles may not penetrate microscopic crevices in enamel as effectively
- primarily surface-level action compared to deeper integration of nano-hydroxyapatite

- more complex and costly to produce

Both forms have been extensively tested over decades and are recognized for their safety and efficacy in improving oral health worldwide

bottom line

- Hydroxyapatite rebuilds, fluoride protects. Nano-hydroxyapatite does everything micro does – and much more. The only difference is cost, and with stronger enamel, sensitivity relief, plaque control, and whitening, it's worth every penny.
- Nano-HA at 10% is essential in toothpaste for all; fluoride can be layered on top when cavity risk is higher.
- Only SuperMouth products feature our patented Liquid Enamel Technology™ – nano-hydroxyapatite + vitamins D3 & K2 in every toothpaste (with at least 10% nano-hydroxyapatite), and also in all our mouthwashes and flosses. All are available with or without fluoride to meet each person's unique needs and risk factors.

why one-size-fits-all doesn't work

Everyone's mouth is different – babies, cavity-free toddlers, kids with cavities, teens in braces, pregnant moms, orthodontic patients, and adults with gum disease all need different care. Yet most companies sell everyone the same brush and paste.



pregnancy



teething to 24 months



ages 2-5



ages 6-12



teens & adults



orthodontics

We're the first to create complete oral care systems tailored to every age, stage, and unique need or preference.

bottom line

One-size-fits-all doesn't work for oral care. Your products should match your age, stage, and risk factors.

the illusion of clean: misleading practices to watch out for

Not everything that looks or feels like it's working in your mouth actually is. Many brands use clever tricks that create the illusion of effectiveness – but don't actually protect your health.

The Overuse of "Natural": "Natural" sells – but it doesn't always mean safe. Just a few examples include alcohol, sugar, and essential oils – all natural, but all harmful to oral health. The real standard should be safe and effective, not just "natural."

Burning Mint: That stingy burn doesn't mean clean – it usually means harsh chemicals or concentrated peppermint oil are wiping out all bacteria. A healthier solution? Spearmint. It's refreshing, tasty, and safe. At SuperMouth, we use spearmint along with other delicious flavors that kids and adults actually love.

Essential Oils: Peppermint, eucalyptus, tea tree oil – they smell nice and sound safe. But in reality, essential oils can dry out the mouth, disrupt your microbiome, and damage long-term oral health.

Foaming Toothpastes: A little foaming (with a safe agent) helps spread toothpaste evenly and aids cleaning. But excessive foaming from detergents like SLS is a marketing trick. It looks powerful but doesn't clean better – and can irritate tissue and disrupt the microbiome.

Other Popular Gimmicks

- **Titanium Dioxide in Toothpaste:** added to make toothpaste appear whiter, but with potential risks.
- **Fluorescent Dyes in Mouthwash:** added for cosmetic glow, but no cleaning benefit and unnecessary chemicals.
- **Charcoal Pastes/Brushes:** trendy but abrasive, scratching enamel and increasing sensitivity.
- **Unproven "Detox" Formulations:** like bentonite clay pastes, which sound natural but lack science and disrupt oral balance.

bottom line

Don't be fooled by foam, burn, colors, or "natural" claims. Real oral care isn't about appearances – it's about safe, effective science.

safe vs. unsafe ingredients

It's not about natural vs. synthetic – it's about safe vs. unsafe.

At SuperMouth, we never use artificial flavors, colors, sweeteners, or preservatives. All our ingredients are safe, effective, and rated #1 (safest) by the Environmental Working Group (EWG) – an independent nonprofit that evaluates the safety of consumer product ingredients. EWG is widely respected as an unbiased resource that helps consumers make healthier choices.

The **higher** the number, the more **hazardous** the ingredient.

other's ingredients	ewg rating	concern	SuperMouth ingredients	ewg rating
Benzyl Alcohol	4-6	allergies & immunotoxicity	Nano-hydroxyapatite	1
Fd&C Blue No. 1	3-8	cancer concerns	Vitamin D3	1
Titanium Dioxide	3	cancer concerns	Vitamin K2	1
Peppermint Oil	5	allergies & immunotoxicity	Inulin	1
Cocamidopropyl Betaine	1-5	allergies & immunotoxicity	Sodium Bicarbonate	1
Ylang Ylang	3-5	toxicant & allergen	Xylitol	1
Methylparaben	3-4	allergies & immunotoxicity	Erythritol	1
Propylparaben	9	skin toxicant & allergen	Sodium Ascorbate (Vitamin C)	1
Citrus Aurantium Dulcis	5-7	sense organ toxicity	Sodium Methyl Cocoyl Taurate	1
PEG-8 to 14	1-3	sense organ toxicity	Natural flavors	1
Sodium Lauryl Sulfate	1-2	irritant	Beeswax	1
Propylene Glycol	3	allergies	All ingredients in SuperMouth products are rated 1 on the EWG scale – except fluoride, which is rated a 2 and FDA-approved when used appropriately.	
Diethanolamine	10	respiratory toxicant & cancer		
PTFE/Teflon	10	forever chemicals		



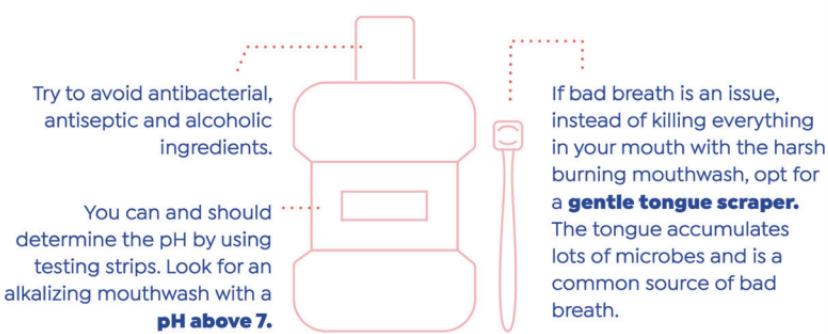
Tip: Don't obsess over fluoride alone – pay attention to the whole label.

mouthwash – friend or foe?

Mouthwash isn't automatically good or bad – just like food isn't automatically good or bad. It depends entirely on the ingredients.

The Problem with Typical OTC Mouthwashes: Alcohol, acidic formulas, antiseptics, dyes – they dry tissues, erode enamel, and wipe out your microbiome.

what to look for!



Your mouth care products are only as good as the weakest link. For example, if you're doing everything right, but you're decimating your oral microbiome with that swish of fluorescent alcoholic mouthwash, **you could be negating all your efforts.**

The Better Way: Choose alkaline pH, prebiotics, nano-hydroxyapatite (Liquid Enamel Technology™), and safe, naturally derived ingredients.



bottom line

A good mouthwash supports your oral ecosystem. A bad one destroys it.

the toothbrush problem

Toothbrushes haven't changed much since the invention of the "modern" toothbrush in 1938 – and they fail in 3 ways:

safety

Even "soft" bristles are abrasive.

According to the CDC, 75% of people experience dental sensitivity, often worsened by harsh bristles.

efficacy

Bristles don't match the natural contour of teeth.

Most brushes miss 50% of tooth surfaces.

hygiene

Toothbrushes harbor bacteria, mold, and yeast.

Research shows they can be dirtier than toilet seats or public restroom floors.



The ULTIM8® SmartBrush™ System fixes all three problems:

safe

3x more ultra-soft bristles than industry standards, designed to follow tooth contours for maximum gentleness

effective

patented design removes plaque up to **40-60x better** than manual brushes—without damaging enamel

hygienic

the SmartHub features **UV sanitization, drying and storage** to keep the brush clean between uses



Tip: If your brush hasn't evolved since 1938, it's time to upgrade.

the daily routine that works

your morning routine



before breakfast



wash

awaken and alkalinize your mouth to loosen overnight plaque buildup and prepare the mouth for a more effective cleaning



floss

use expanding floss to remove plaque in hard-to-reach places around the teeth



clean

use the tongue scraper to brush fine crevices, exfoliate with scrubber, and scrape off the bad bacteria



brush

brush for two minutes ensuring you apply hydroxamin thoroughly and then lightly rinse with water

day



After meals, sugary snacks, or acidic drinks, spritz 2-3 pumps of the pH balanced mouthspray to restore balance and promote a healthy microbiome between brushings.

your evening routine



before bedtime



floss

start with flossing to remove the plaque and food particles from between each tooth



clean

brush, scrape, and scrub the day's bacteria buildup off your tongue and the sides of your mouth



brush

you know the drill - two minutes to clean and protect with hydroxamin and then lightly rinse with water



wash

complete your routine with 10mL to fully coat your mouth for long-lasting overnight protection



Tip: Think of nighttime brushing as your "reset button." Never skip it.

SuperMouth: the future of oral care

Conventional and “natural” brands are stuck in the past. They focus on outdated debates and gimmicks instead of solving the #1 disease in the world.

The future of oral care is clear: nurture, protect, repair, and customize.

SuperMouth was created by leading dentists and medical experts to make that future a reality. Other brands may focus only on fluoride, or market themselves as ‘natural,’ or push high-speed brushes. SuperMouth is different – we combine safe, effective, natural ingredients with science, personalization, and innovation into one complete system. That’s why SuperMouth isn’t just another option – it’s the only logical choice for families and professionals.

We offer:

Patented ingredient technologies like **Liquid Enamel Technology™ – nano-hydroxyapatite + vitamins D3 & K2** in every toothpaste (with at least 10% nano-hydroxyapatite), and also in all our mouthwashes and flosses. All are available with or without fluoride to meet each person’s unique needs and risk factors.

Custom systems for every age and stage – including babies, cavity-free **toddlers**, kids with cavities, **teens**, **adults**, **pregnancy**, and **orthodontics** – because one-size-fits-all doesn’t work in oral care.

Innovative tools like the **ULTIM8® SmartBrush™ System**, with patented bristles that remove up to 40x more plaque than a manual toothbrush, built-in pressure protection, and a hygienic **SmartHub** featuring a **UV sanitizer** and dryer.

Over **200 products** and nearly **300 patents**, reflecting our relentless commitment to **innovation** and excellence in oral care.

Trusted and **recommended** by thousands of dental professionals, who use **SuperMouth** with their own patients and families.

Safer formulations: Every ingredient is **rated #1** by the Environmental Working Group (EWG). No artificial flavors, colors, preservatives, or sweeteners.

bottom line

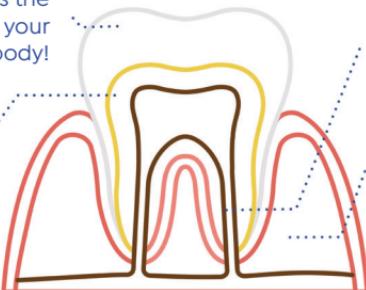
SuperMouth is reinventing oral care – science-driven, safe, personalized, and proven to work at every age, stage, and risk factor.

the last *bite*

your teeth are alive!

Enamel is the outer layer of your teeth and is 97% Hydroxyapatite. It is the hardest substance in your body!

Dentin is the middle layer and has a team of cells that help to protect the pulp from oral microbes and repair damage.



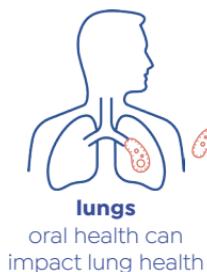
The **pulp** supplies the blood and the nervous system that the teeth need for growth and maintenance

Your teeth are held in place by supporting structures called the **periodontium**.

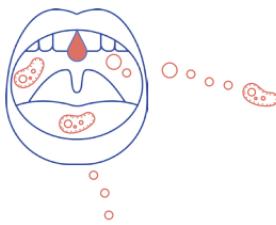
Oral health should never be an afterthought – it's central to your whole body's health.

how oral health affects systemic health

the **mouth**
is the body's gateway



lungs
oral health can impact lung health



bloodstream
what starts in the mouth can travel to the whole body



gut
the mouth is the opening to your G.I. tract

Share this guide with someone you love. And when you're ready to experience personalized, science-based oral care, visit SuperMouth.com.



Tip: Want a quick reference? See the Mouthstanding™ vs. Mouthrageous™ chart at the end of this guide – your cheat sheet for safe, effective oral care.

connecting the dots

Below is a quick reference guide for Mouthrageous™ ingredients you should avoid at all costs, as well as a list of Mouthstanding™ ingredients that should be a part of your family's daily oral care routine.

Toothpaste, mouthwash, mouth spray	MOUTHRAGEOUS™	MOUTHSTANDING™
ENAMEL HEALTH	Charcoal Salt Bentonite clay RDA over 70	Vitamin D3 & K2 Nano-hydroxyapatite RDA under 70
MICROBIOME	Antibacterial ingredients Triclosan Alcohol Essential oils	Prebiotics
SWEETENERS	Aspartame Saccharin Sorbitol	Xylitol Erythritol
FOAMING AGENTS	Sodium lauryl sulfate (SLS) Sodium laureth sulfate Propylene glycol Diethanolamine (DEA)	Quillaja saponaria extract Sodium Methyl Cocoyl Taurate
FLAVORS & COLORS	Artificial flavors and dyes Titanium dioxide	Natural flavors and ingredients
pH BALANCE	Acidic (below 7 pH)	Alkaline (above 7 pH) pH balancing
Toothbrush	Abrasive bristles Poor quality	Soft or ultra-soft bristles Highest quality
Tongue scraper	Abrasive tongue brushes (avoid rough/stiff bristles) or scrapers (avoid uneven/sharp edges)	Gentle, yet effective tongue brushes (soft bristles) and/or scrapers (smooth/high quality)
Floss	Material: PTFE/PFOA/ PFAS Wax: Petroleum-based Artificial flavors	Material: Silk, nylon, or polyester Wax: Beeswax Natural flavors

the oral care revolution starts here

for families

Discover oral care reinvented for every age and stage.

Explore the most advanced products designed to protect, repair, and support every smile.



Shop now at
SuperMouth.com
or scan the QR code

for professionals

Bring the revolution to your patients. Join SuperMouth Pro for access to comprehensive products, plus the tools and resources to support your practice.



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or scan the QR code



for families. for professionals. for the future of oral care.