

VERIFY

toothpaste

Verify is a safe dental care brand that was created long researches by the professors of Dentistry at **Seoul** National University. With hand-picked ingredients based on scientific **evidences**, we produce products that are **safe** for the whole family.

We Think

Despite increasing interest in oral health, dental hospitals are still crowded by children suffering from dental diseases, and the number are growing every year. “What can we do to help our children have healthier teeth?”, we asked. To find the answer, the faculties of Dentistry at Seoul National University, who share this passion gather together as a team.



Three times a day: Easy but the best way for teeth care

“How can we have our children’s teeth looked after as if they receive treatment from hospital every day?” The answer is nothing but brushing teeth three times a day, which is a simple but effective way of keeping oral hygiene. Since our children are exposed directly to the toothpaste when they brush, we all should make a fuss about what is it just like we do with food and clothes that our children eat and wear. VERIFY RAINBOW is a safe toothpaste for children made based on scientifically proved evidences on which the faculties of Seoul National University studied for many years.

First Oral Care for Our Children

VERIFY RAINBOW is a safe dental paste for children created by the medical team at Seoul National University Dental Hospital after a long research. It is a hypoallergenic product that is composed of the finest ingredients that are hand-picked as if a parent opts for the best for the children, and also scientifically proved to be effective for maintaining the health of gums and teeth.



3 times a day

List of all ingredients in VERIFY Rainbow

Only the highest EWG grade of ingredients are used.

- 1 **Dental-Type Silica**
pH-neutral hypoallergenic high-quality abrasive
- 5 **Sodium Fluoride**
Essential ingredients for preventing gum diseases and cavity
- 1 **Xylitol**
Natural sweetening agent, Keeps the mouth clean and prevents cavity and plaque
- 1 **Camellia Sinensis Leaf Extract**
Catechin of green tea inhibits growth of streptococcus mutans
- 1 **Hydroxyapatite**
Major substances forming enamel of teeth and dentin
- 1 **Glucosyl Stevioside**
Natural sweetening agent for sweet taste
- 1 **Sorbitol**
Natural sweetening/wetting agent to increase a sense of refreshment
- 1 **Sodium Pca**
Wetting agent
- 2 **Glycerin**
Wetting agent
- 1 **Ascorbic Acid**
Prevents mouth dryness
- 1 **Pyridoxine Hcl**
Prevents gum diseases
- 3 **Tocopheryl Acetate**
Antioxidant effect
- 1 **Hydrated Silica**
Viscosity control agent
- 1 **Rosmarinus Officinalis (Rosemary) Leaf Extract**
Antibacterial, bactericidal
- 1 **Anthemis Nobilis Flower Extract**
Relieves gum infections
- 1 **Sodium Cocoyl Glutamate**
Removes bad breath by controlling pH acidity
- 1 **Scutellaria Baicalensis Root Extract**
Anti-inflammatory, antibacterial
- 1 **Glycyrrhiza Uralensis (Licorice) Root Extract**
Anti-inflammatory, antibacterial, Inhibits plaque
- 1 **Sodium Bicarbonate**
Removes bad breath by controlling pH acidity
- 1 **Arginine**
Inhibits growth of streptococcus mutans
- 1 **Fragaria Vesca (Strawberry) Fruit Extract**
Uses natural strawberry scent, instead of synthetic flavour
- 1 **Xanthan Gum**
Viscosity control agent
- 1 **Water**
Cleanly refined water



EWG Skin Grade

EWG grade is an ingredient safety grade which ranges from the first grade to the tenth grade in relation to maleficence of ingredients, researched by the Environment Working Group (EWG).



VERIFY Toothpaste is free of 8 harmful substances.

CMIT, MIT substances used for humidifier sterilizer
Paraben, Methylparaben synthetic preservatives
Triclosan Synthetic synthetic antibacterial preservative
PEG, SLS synthetic surfactants
Alcohols cause of xerostomia
Saccharin Artificial artificial sweetener
Artificial colour Compound compounds for vivid colors
Microbead Fine plastic microplastic for improving cleaning capacity

8
free

Natural Toothpaste for Your Dental Health

1. It is irritating to your teeth.
2. Food flavor does not change after brushing.
3. It does not create much foam due to the absence of surfactant.
4. The color is plain due to the absence of artificial coloring.

Xylitol toothpaste

Xylitol is a sugar alcohol having the properties that reduce levels of mutans streptococci (MS) in the plaque and saliva.

(cf. Xylitol in preventing dental caries: A systematic review and meta-analyses)

Over 2.5 to 3 years of use, a fluoride toothpaste containing 10% xylitol may reduce caries by 13% when compared to a fluoride-only toothpaste.

(cf. Xylitol-containing products for preventing dental caries in children and adults)

VERIFY
white
toothpaste
apple flavor

VERIFY WHITE is a whitening toothpaste which reduces tooth wear.

100 g / NET WT 2.82 oz

VERIFY
super
toothpaste
eucalyptus flavor

VERIFY SUPER is an all-purpose toothpaste for daily-use toothpaste for everyone.

100 g / NET WT 2.82 oz

VERIFY
pure
toothpaste
peach flavor

VERIFY PURE is a hypoallergenic toothpaste that only contains essential ingredients.

100 g / NET WT 2.82 oz

natural Xylitol

30%

-far more than other toothpaste.

VERIFY all toothpaste made of natural, pure, organic ingredients and Contains 30% natural Xylitol.

Reduces tooth sensitivity. Helps your teeth and gums.



SMDsolution, a new front runner of the medical industry, adds values to medical devices with its expertise and technologies

Partnership

Seoul National University's subsidiary company

SMDsolution is a subsidiary company of Seoul National University to create social values with its innovative researches. Taking advantage of the resources that SNU(Seoul National University) offers, SMDsolution created an outstanding environment with a wide range of specialties to conduct researches and manufacture state-of-art products. Our team consists of a professor of Dentistry at SNU and an anesthesia specialist at SNU Dental Hospital as founding members, and other specialist in medicine, dentistry, biomedical engineering, biotechnology, electronics engineering, mechanical engineering and licensing. The collaboration of this large group of renowned scholars bring innovation to the medical devices industry.





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