



Best Long-Lasting Dental Therapy Product: BioMin F

At BioMin Technologies Limited the mission was clear - to develop mineral-releasing materials for dental care products to improve the oral health of the general public. And that is exactly what BioMin has achieved with its innovative products such as BioMin F, which have recently been recognised in the Healthcare and Pharmaceutical Awards 2021.

The company was established in 2014 to commercialise the award-winning research and development of bioactive materials conducted over the past decade at Queen Mary University London and Imperial College, London. Dubbed 'Armour for Teeth', BioMin® Toothpaste is a dental therapy that has been specifically developed for complete oral care and protection and is clinically proven to provide relief from dentine hypersensitivity and to strengthen tooth enamel.

In 2016, the company's flagship offering, BioMin® F toothpaste, was introduced commercially in UK and distribution has now been expanded to over 40 countries around the world. During this time, it has developed considerable clinical evidence to support its claims. It contains bioactive materials that uniquely slowly release calcium, phosphate and fluoride ions over an eight to 12-hour timeframe to form new acid resistant mineral that strengthens and protects tooth structure and at the same time, helps neutralise the effects of acidic foods and drink. The toothpaste is able to mimic and enhance the natural remineralisation properties of saliva.

"No other toothpaste has been designed to do this," elaborates



Judith Beare, the company's Business Manager. "Standard fluoride toothpastes are washed away within 90 minutes of brushing due to salivary flow, however, BioMin is designed to adhere to the tooth structure whilst brushing, delivering therapeutic benefits for up to 12 hours."

This advanced technology product has additional "smart features" dissolving faster under acidic conditions to limit the

damage to tooth surfaces from sugary, acidic drinks providing wrap-around tooth protection between brushings.

"This helps protect against modern eating habits of regular grazing and snacking throughout the day where the teeth are exposed to acid challenges for extended periods."

The second product offering, BioMin® C, was introduced in

late 2017 for those who wish to avoid the inclusion of fluoride in toothpaste but still require relief from sensitivity. The fluoride-free formulation works similarly adhering to the tooth surface and slowly releasing calcium and phosphate mineral ions for many hours to rapidly develop a tooth-like coating.

In 2020, after intense independent scrutiny of their safety and efficacy BioMin F and BioMin C

toothpastes obtained CE certification as medical devices validating the claims for the treatment of dentine hypersensitivity.

"The CE mark accreditation is recognised not only within

Notified Body. In simple terms, it allows BioMin to make much more robust claims than other toothpastes."

Recently, BioMin F toothpaste has also gained the wider

clinicians and patients alike that it fulfills its claims," Judith enthuses. "It really is more a therapy than just a standard toothpaste."

With the Covid-19 pandemic presenting difficulties during 2020, BioMin actually bucked the market trend of decreased sales which most companies in the healthcare sector experienced. This period has been one of the busiest times it has encountered in its history! Besides the challenges posed by both the pandemic and Brexit disruption, the firm and its distributors thrived and saw more customers than ever looking to improve their oral hygiene at home through online purchases.

"With dental centres, clinics and surgeries all shutting down for all but emergency procedures, it was estimated that well over 20 million dental appointments were missed in the UK alone, meaning that there has never been a time

when home based oral hygiene has been more important," Judith says. "BioMin serves both as a preventative product and also a proven therapy for several key dental conditions which has meant that many consumers researched searched online and switched to BioMin. We have gained many loyal users who are now advocates of BioMin toothpastes."

Recently, BioMin was awarded the prestigious accolade of Best Long-Lasting Dental Therapy Product in the Healthcare and Pharmaceutical Awards 2021 for its innovative and pioneering technology incorporated in BioMin F toothpaste. The award reflects the dedication to excellence that BioMin Technologies shown throughout its relatively short life as a provider of oral health solutions.

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Europe," says certification consultant Paul Rowden, "but has massive credibility worldwide, as other countries know how much the process involves."

Edmund Proffitt, Chief Executive Officer of the British Dental Industry Association, agrees wholeheartedly.

"Registering BioMin F as a medical device puts it in a completely different league from other toothpastes," he states. "By going through the certification process, BioMin is able to make claims that are independently scrutinised and justified by a

international recognition having achieved FDA 510K approval in the United States, as well as approval from the Australian TGA (Therapeutic Goods Administration). BioMin F toothpaste, marketed as BioMin Restore Plus in the USA, is the first fluoride containing bioglass toothpaste to be approved by the FDA, something which even the dental giants have failed to accomplish.

"In a nutshell, BioMin F toothpaste has high level, independent, international stamps of approval, as well as a growing body of evidence from

