

Media release

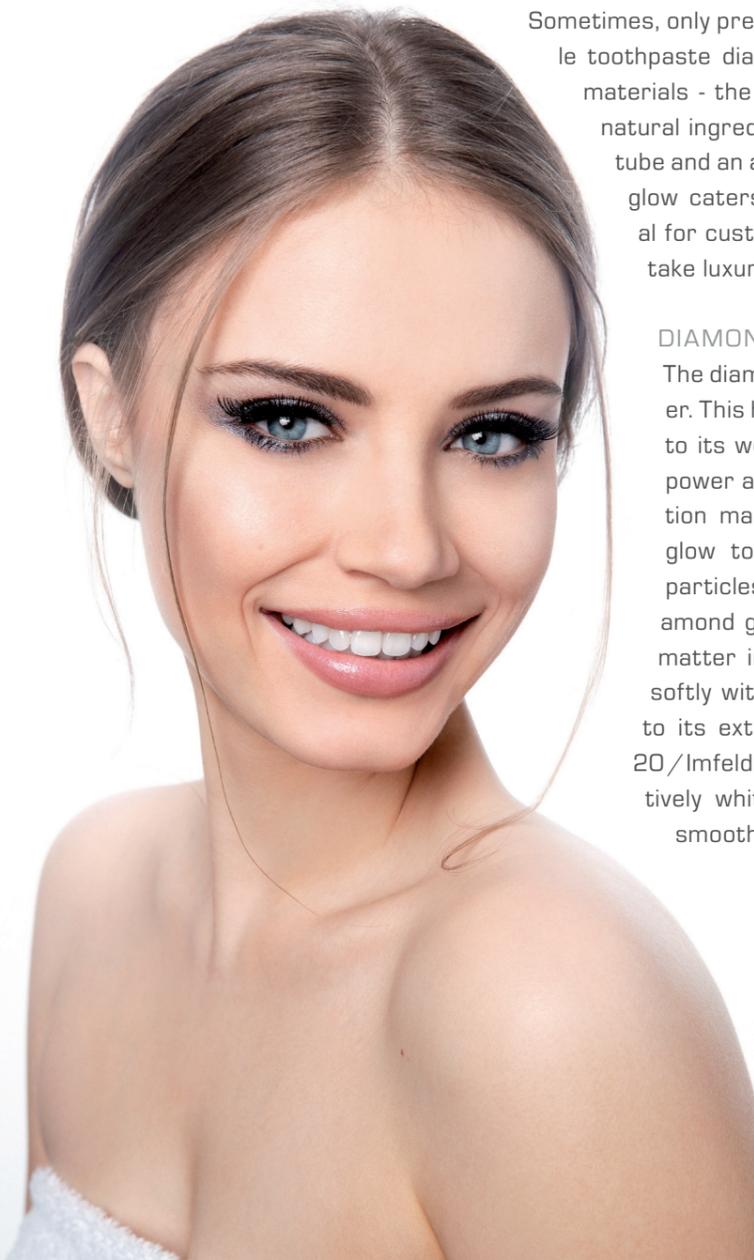
## SWISS SMILE GLOW BRIGHT LIKE A DIAMOND DIAMOND TOOTHPASTE TAKES ORAL CARE TO A NEW, LUXURIOUS LEVEL

**Zurich, April 2016** – building on the success of its d'Or toothpaste, internationally renowned Swiss beauty brand swiss smile now presents a whitening diamond toothpaste. Containing a carat of diamond particles in the form of a most delicate powder, diamond glow creates a revolutionary feeling of dental smoothness.

Sometimes, only premium quality is good enough: new swiss smile toothpaste diamond glow scores with the hardest off all materials - the diamond. Additional premium features are natural ingredients for perfect cleaning, an elegant white tube and an alluring fresh and long-lasting taste. diamond glow caters to highest tooth cleaning standards. Ideal for customers in search of the unique and ready to take luxury dental care to a new level.

### DIAMONDS ARE FOREVER

The diamond symbolises invincibility, beauty and power. This hardest of minerals transfers these qualities to its wearer by giving her character strength, will power and confidence. Its rarity and its light refraction make it uniquely valuable. The white diamond glow toothpaste contains one carat of diamond particles in the form of a most delicate powder. diamond glow brings out the soft side of the hardest matter in the world: teeth are polished evenly and softly with minimal wear to their substance. Thanks to its extremely low relative dentin abrasivity (RDA 20/Imfeld 10), tooth surfaces are gently, yet perceptively whitened and smoothed. Strong diamond - smooth teeth.



**MORE WHITENING - LESS PLAQUE AND CARIES**  
Valuable materials and timeless design are complemented with luxurious ingredients. With these, swiss smile goes back to nature: naturally anti-inflammatory turmeric oil inhibits plaque buildup, thus reducing caries formation. The formula contains 0% sodium lauryl sulphate (SLS), thereby causing less mouth irritation, and is enriched with hydrating aloe vera, which has a soothing and strengthening effect on irritated gums. Daily use means gentle all-round dental care for a high-carat dazzling smile and an unprecedented feeling of dental smoothness. A subtle, yet alluring flavour has been specifically created for diamond glow. A delicate taste of liquorice tickles the palate with a refreshing minty note, rounding off a luxurious experience.

Available in selected pharmacies, drugstores and beauty shops, high-end department stores (Jelmoli, Globus, etc.) as well as renowned dental practices. Recommended retail price: CHF 49.00 (Switzerland)/ca. € 54.00 (Europe).

[www.swiss-smile-beauty.com](http://www.swiss-smile-beauty.com)

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