

Oral Advance

L A B O R A T O R I E S





The Missing Step in Children's Oral Care

A dentist formulated mineral oral spray designed to sell **alongside toothpaste** - not replace it.

Built specifically for **pharmacies and drugstore environments** with strong repeat-purchase behaviour and premium shelf positioning.



The background is a solid blue gradient with numerous clear, realistic-looking bubbles of various sizes floating throughout. The bubbles have highlights and shadows, giving them a three-dimensional appearance.

CariSpray Kids

Oral Advance
LABORATORIES



The Category Gap

Children brush **2x per day**. Cavity risk exists **all day long**.

Current shelves offer:

- fluoride toothpaste
- toothbrushes
- mouthwash (mostly unsuitable for young children)

There is no between-brushing protection product.

CariSpray Kids creates a **new subcategory inside children's oral care**.

Not a replacement product. A basket-expansion product.



The Daily Usage Opportunity

CariSpray Kids fits perfectly between:

Toothpaste › prevention during brushing

CariSpray Kids › protection between brushing

Usage moments:

- after snacks
- after juice
- after school lunch
- before sleep
- travel / kindergarten / school bag

This creates **daily repeat-use behaviour**.

Which creates **predictable monthly repurchase cycles**.



CariSpray
Kids

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What CariSpray Kids Is

Calcium & Phosphate Mineral Oral Spray for Children (0-12)

Two sprays after meals or before sleep:

- delivers calcium & phosphate (enamel building blocks)
- neutralises acids after eating
- supports remineralisation environment
- reduces cavity-causing bacteria

No rinsing required. No brushing required. Safe to swallow.

Ideal for children who:

- snack frequently
- wear orthodontic appliances
- drink juice regularly
- resist brushing routines



Why Parents Buy It

Parents already understand:

"Brushing twice daily is not always enough."

CariSpray Kids answers key purchase drivers:

- ✓ fluoride-free
- ✓ alcohol-free
- ✓ safe to swallow
- ✓ safe from newborns
- ✓ dentist-developed
- ✓ clinically validated
- ✓ dermatologically tested

The label communicates the value clearly at shelf.

Minimal explanation required from staff.



Unique Shelf Positioning Advantage

There is currently **no direct spray-format competitor in EU children's oral care.**

CariSpray Kids:

- does not compete with toothpaste
- does not compete with mouthwash
- creates a new protection step
- expands basket value
- increases category spend per child



Product Range Designed for Rotation

Three flavours:

Bubblegum (top seller)

Highest child acceptance rate

Strawberry

Preferred by younger children

Watermelon

Ideal for school-bag daytime usage

All variants: 30 ml format, ~1 month supply, Ages 0–12

Online single-bottle reference: €35.99



Why This Format Drives Repeat Sales

Monthly supply format naturally creates:

- repeat visits
- repeat purchases
- predictable consumption cycle
- strong lifetime value per child

Once parents adopt the bedtime spray routine, repurchase behaviour becomes automatic.

This makes CariSpray Kids ideal for **drugstore self-care environments**.

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Strong Consumer Trend Alignment

Fastest growing children's oral care demand signals across EU markets:

- fluoride-free options
- non-rinse formats
- school-friendly products
- prevention between brushing
- clinically credible solutions

CariSpray Kids matches all five simultaneously.

Regulatory Status (Retail-Ready Product)

EU CPNP registered ✓

UK Responsible Person secured ✓

UK OPSS children's variants confirmed ✓

US FDA cosmetic registration ✓

Patent pending (PCT/IB2026/050341)

Manufactured in Croatia under
EU-compliant production standards.
No additional compliance burden
for distributors.



CariSpray

CAVITY PROTECTION ORAL SPRAY

Distributor Advantages

- category-creation product (not a line extension)
- high repeat-purchase format
- strong parent-driven demand drivers
- clear shelf differentiation
- low education requirement at POS
- multi-flavour SKU expansion potential
- territory exclusivity available for qualified partners
- co-marketing support available



Ideal Shelf Placement Strategy

Recommended placement:

- children's toothpaste section
- children's toothbrush section
- orthodontic care subsection
- fluoride-free oral care segment

Secondary placement opportunity:

- travel oral care
- school-care solutions
- new product launch stands

High visibility significantly improves trial conversion.



CariSpray Kids

Any questions?
support@carispray.com



Powered by
Calcium & Phosphate
minerals

pH
elevated
1-12
YEARS



Commercial Structure for EU Distributors

Online single-bottle reference:

€35.99

Distributor price per bottle:

1,000 bottles: €8.99

3,000 bottles: €7.50

This supports:

- strong retailer margin structure
- premium preventive-care positioning
- healthy category profitability vs toothpaste SKUs
- sustainable promotional flexibility



Trade prices exclude freight and applicable VAT. SKU allocation confirmed in your quote.

Retail reference checked 23 Sep 2026. Multipack and subscription prices differ.

Retailers set their own resale prices. MOQ applies to the confirmed order assortment.

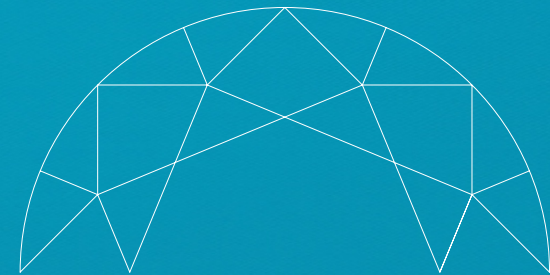
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Oral Advance

L A B O R A T O R I E S



Toni Martinčević
dr. med. dent.



**DENTIST
FORMULATED**

MEGA POWER. Mini sized.

Introducing CariSpray Adults

Hydroxyapatite Oral Spray for Daily Enamel Protection

CariSpray Adults extends the same between-brushing protection concept into the adult oral-care category.

Positioned as:

• enamel-strengthening daily protection • sensitivity-support solution •
whitening-support remineralisation product • fluoride-free preventive care alternative

Designed for placement next to:

- adult toothpaste
- fluoride-free oral care
- sensitivity products
- orthodontic care
- premium prevention segment



ENAMEL
CARE



SOOTHING
RELIEF



RESTORES
NATURAL
WHITENESS



SENSITIVITY
SUPPORT



SMOOTHS &
PROTECTS
TOOTH
SURFACE



oraladvance.co



Why Hydroxyapatite Wins in Adult Oral Care

Nano-hydroxyapatite is the same mineral that makes up ~97% of natural tooth enamel.

CariSpray Adults delivers:

- biomimetic enamel remineralisation
- dentin tubule sealing for sensitivity support
- natural whitening through enamel smoothing
- acid-attack protection after meals & coffee
- pH balancing support between brushing sessions

Two sprays after meals or coffee. No rinsing required.

Safe to swallow. Fluoride-free. Alcohol-free.

Consumer Use Cases That Drive Adult Sales

Primary purchase triggers:

- tooth sensitivity
- enamel erosion from coffee & acidic diets
- whitening without bleaching chemicals
- fluoride-free oral-care preference
- protection between brushing sessions

Ideal users: coffee drinkers, orthodontic patients, travelers, professionals needing on-the-go freshness, adults with early enamel wear

Creates multiple entry points across the adult oral-care category.



Science-Driven Differentiation at Shelf

CariSpray Adults works through a triple-action mechanism:

1. Nano-hydroxyapatite remineralises enamel at the molecular level
2. Xylitol supports a balanced oral microbiome
3. pH-buffering system restores protective oral conditions after meals

Hydroxyapatite has strong clinical literature support in oral-care applications, particularly for:

• enamel remineralisation • sensitivity reduction via dentin tubule occlusion • surface smoothing associated with brighter tooth appearance • protection against early acid erosion

These mechanisms are well documented across multiple peer-reviewed hydroxyapatite studies and form the scientific basis of the CariSpray Adults positioning.

Strong shelf communication with minimal staff explanation required.

Adult Range Shelf Strategy for Drugstores

CariSpray Adults complements the Kids range by enabling:
family-level purchasing behaviour cross-category basket expansion
multi-SKU household adoption higher lifetime customer value

Recommended placement:

- sensitivity segment
- fluoride-free oral care section
- premium prevention shelf
- orthodontic care subsection

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Combined Portfolio Advantage

Listing both Kids + Adults versions allows retailers to:

own the spray-format prevention category expand oral-care basket value
per household create cross-selling opportunities strengthen premium
prevention positioning introduce a visible innovation zone inside oral care

Portfolio logic:

CariSpray Kids › ages 0–12 mineral protection

CariSpray Adults › hydroxyapatite enamel restoration

Together they create a **new daily prevention routine category**.



CariSpray introduces the **between-brushing protection step**
across the entire family oral-care journey.

Kids version:

creates early prevention habits

Adult version:

protects enamel against modern lifestyle acid exposure

Together:

increase category value

expand shelf differentiation

create predictable repeat purchasing behaviour

www.carispray.eu