

Introduction

USANA founder Dr. Myron Wentz has spent the last two and a half decades using proper nutrition to optimize cellular health and was always looking for new ways to revolutionize the health and wellness industry. His pioneering approach to antioxidants and cellular nutrition has been the catalyst for numerous innovations in nutritional supplements and personal care products.

Under the guidance of Dr. Wentz, the USANA research and development team continued to study health and nutrition and came up with a new and improved oral care line, which includes a Whitening Toothpaste and Oral Probiotic.

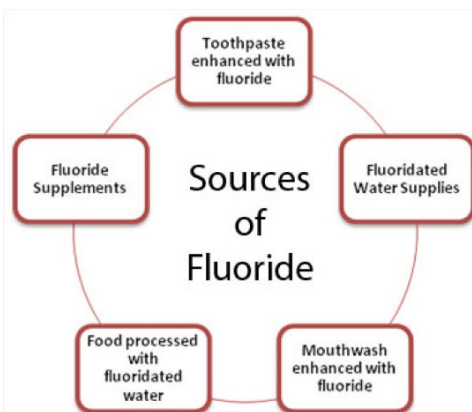
USANA® Oral Care

The Oral Care system has 2 products:

- Whitening Toothpaste Featuring ADP-1
- Oral Probiotic

USANA Oral Care products are like nothing available on the market today. They provide gentle, effective support for the health of your mouth, teeth, and gums. These products are made to support your long-term oral health. Brushing your teeth twice a day, along with regular flossing between teeth, is essential to

your dental health. Brushing clears away food, grime, and plaque (a thin, sticky film that forms on your teeth), which can go a long way in preserving your oral health.



Graph from GenMont Biotech Incorporation

The fluoride-free Whitening Toothpaste Featuring ADP-1 is made from naturally derived ingredients and has no artificial flavors, colors or sweeteners. The Whitening Toothpaste freshens breath and offers a clean that lasts up to 12 hours.

The Oral Probiotic provides a powerful blend of three patented probiotic strains. The strains were selected because they've been shown to survive in the oral cavity and support the health of the mouth, teeth, and gums.

To use the oral care as a system, you should:

- Use the products together
- First, brush teeth with Whitening Toothpaste to reduce surface stains
- After brushing at bedtime, dissolve and swish our minty fresh Oral Probiotic in your mouth to replenish your microflora and balance your oral ecosystem

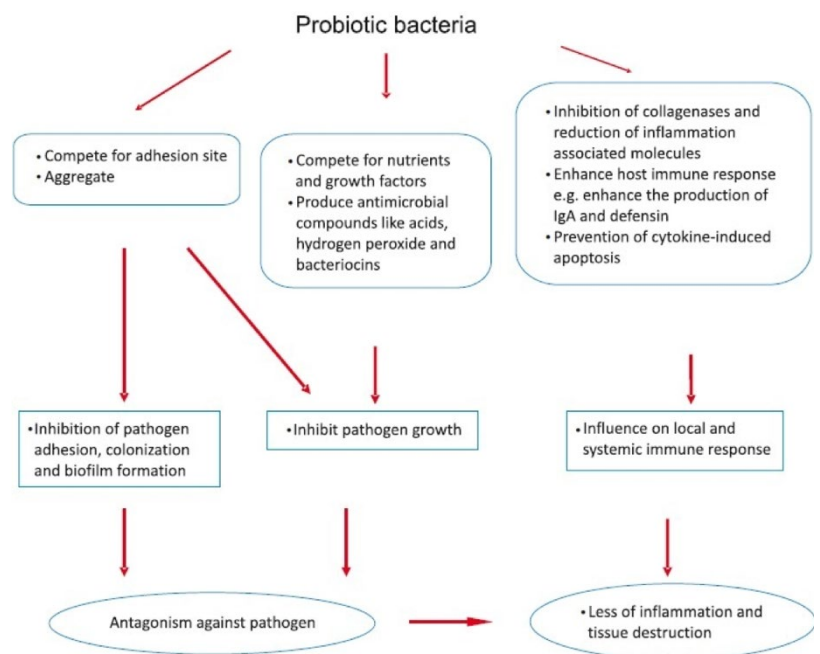


Features and Benefits

Brush away grime, food debris, and microscopic organisms as you gently polish and remove surface stains from your teeth by using USANA fluoride-free Whitening Toothpaste enhanced with ADP-1. The ADP-1 supports the cleaning process by clearing away unwanted compounds that can cause bad breath or give your teeth a dull appearance. It's unlike many other toothpastes on the market, because it supplies ADP-1.

The Oral Probiotic contains unique and powerful benefits. Developed with bacteria specifically chosen for their ability to provide oral-health benefits, each Oral Probiotic tablet is formulated with one billion total CFU (colony forming units) of powerful, patented probiotic strains. By replenishing beneficial bacteria, the Oral Probiotic supports a healthy balance to help maintain your oral health. Regular use can help promote healthy teeth and gums, as well as keep your breath fresh.

The fluoride-free Whitening Toothpaste and Oral Probiotic combine the power of naturally-derived and scientifically-advanced ingredients for a clean, fresh mouth and whiter, brighter smile.



Graph from GenMont Biotech Incorporation

The Future

USANA, a leader in global health and wellness, has created many unique products and the creation of the Oral Care line in no exception to that.

The reception from the public on the oral care line has been overwhelming. USANA customers

were blown away by the launch at USANA's Global Convention in 2019, that the oral care line completely sold out.

USANA Oral Care is available in many markets worldwide and will be rolled out in more and more of USANA's 24 markets in the coming months.

Supporting Material

USANA Homepage: <https://www.usana.com/ux/dotcom/#!/en-US/home>

Website: <https://askthescientists.com/ga/whitening-toothpaste-and-oral-probiotic/>

Press Release: <https://ir.usana.com/news-events/press-releases/detail/546/usana-launches-exciting-new-oral-care-line-and-advanced>

Study done by GenMont Biotech Incorporation