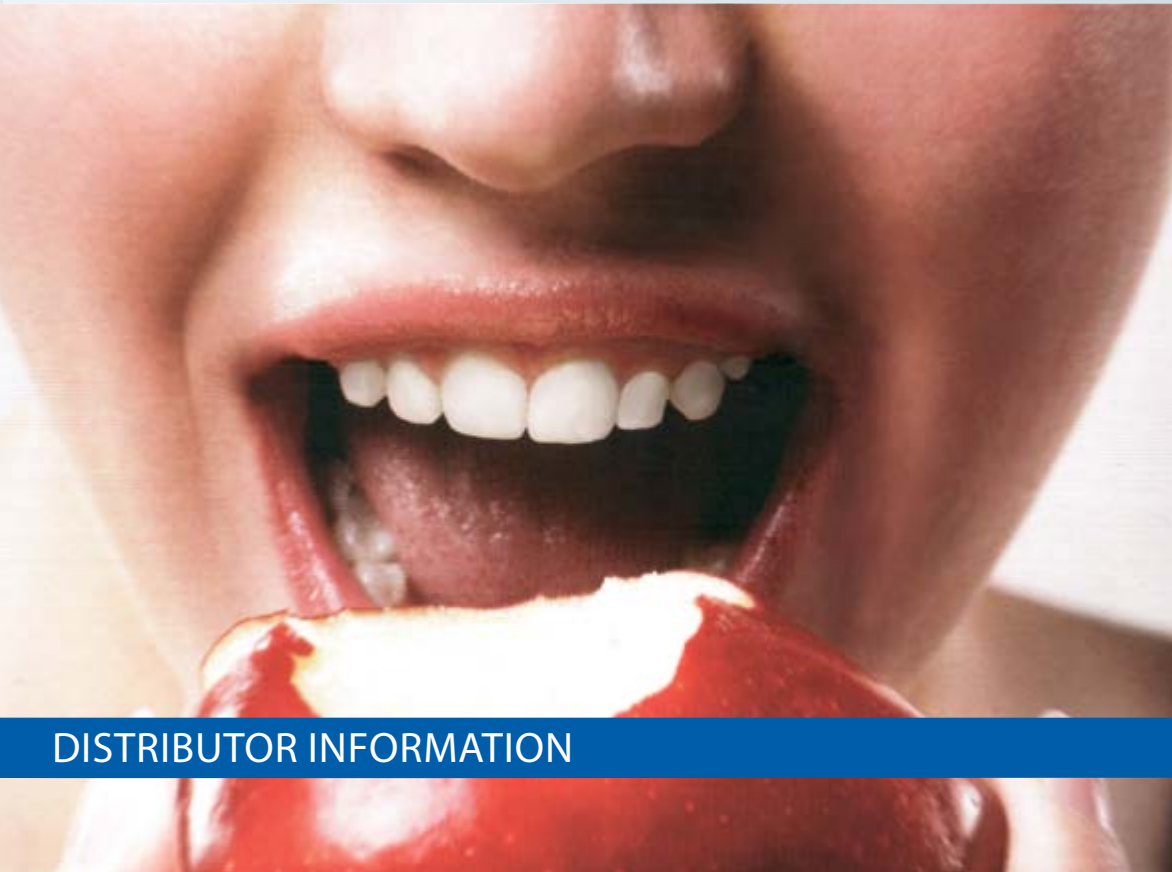


The logo for Maxdent features a blue square icon with white curved lines on the left, followed by the word "maxdent" in a bold, blue, sans-serif font. The "dent" portion of the word is rendered in a white, outlined style.

make your teeth smile...



DISTRIBUTOR INFORMATION

### **ABOUT *maxdent***

*maxdent* is one of the newest and fastest growing personal hygiene brands worldwide, producing high-quality dentist-recommended products to European standards.

*maxdent* was developed based on extensive research resulting in a new special formula expertly designed in Germany. Need a toothpaste which provides cavity protection, tooth whitening and fresh breath?

*maxdent* has a variety of toothpaste products ranging from Complete Care, Sensitive, Prime Whitening, Junior to Maxdent Mouthwash designed for your specific needs.

### **OUR VALUES**

#### **CUSTOMER SATISFACTION:**

Our top priority lies in meeting customers' needs in the best possible way providing unrivalled expertise, service and support.

#### **PROFITABILITY:**

We work closely with our distributors developing a pricing strategy to promote the product specific to the distributors region.

#### **JOINT CO-OPERATION BETWEEN DISTRIBUTOR, SUPPLIER AND CUSTOMER:**

Our commitment is driven by the ongoing strive to improve not only the performance but also the quality of service and the collaboration of the distributor, supplier & customer.

### **OUR MANUFACTURER**

TEHRAN MU looks back at over 50 years of experience holding one of the leading positions in the market. Tehran Mu's production infrastructure conforms to high standards with large areas for storage and production possibilities with product licenses.

### **COMMUNICATION IDEA**

Dentist-recommended toothpaste by Maxdent.

People who care about the appearance of their teeth in combination with the desire for a healthier and more enjoyable life are the target of this specific slogan.

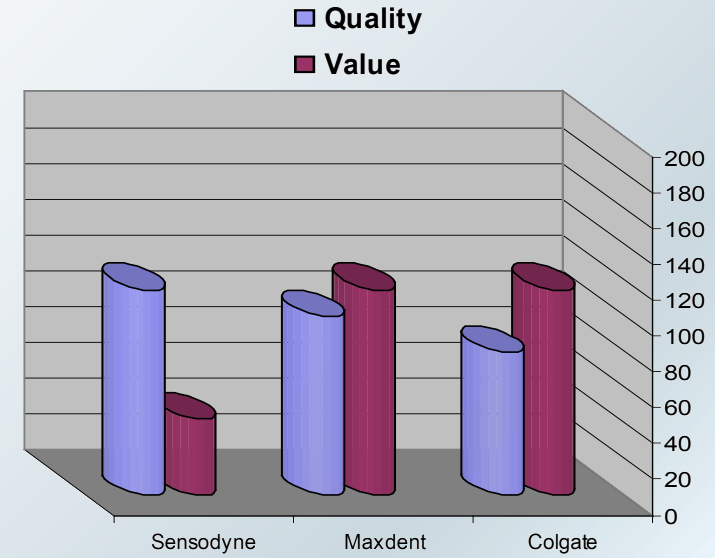


**Make your teeth smile...**

Different colors are used for the various Maxdent toothpaste packaging throughout its advertising to ensure brand awareness.

**PRICE POSITIONING**

*maxdent* was created as a direct competitor against Sensodyne. This market segment has been relatively unexplored by existing brands. Maxdent seeks to enter this niche that uses a quality of a Sensodyne product but with greater value for money.



Maxdent offers greater value for money than Colgate while achieving Sensodyne's quality.

## maxdent PRODUCT RANGE

The following goods are available:

501001	<b>maxdent</b> Complete Care toothpaste	75ml, 100ml
501002	<b>maxdent</b> Junior toothpaste	75ml, 100ml
501003	<b>maxdent</b> Sensitive toothpaste	75ml, 100ml
501004	<b>maxdent</b> Prime Whitening toothpaste	75ml, 100ml
502001	<b>maxdent</b> Mouthwash	500ml

Please visit our homepage [www.maxdent.info](http://www.maxdent.info) for more information on our product range.



Make your teeth smile...

## MERCHANDISING TOOLS

We offer a full range of merchandising tools:

*maxdent* shopping bag

*maxdent* poster

*maxdent* folder

Please visit our homepage [www.maxdent.info](http://www.maxdent.info) for more information on our merchandising tools.



Make your teeth smile...

### **DISTRIBUTOR AGREEMENT**

We work closely with our distributors to develop a convenient pricing strategy to promote the product. We provide marketing material specific to your region while meeting customer needs in the best possible way with unrivalled expertise, service and support.

*maxdent* products are produced to European standards developed with a new special formula from Germany.

*maxdent* serves people around the world with high quality dentist-recommended products.

*maxdent* is one of the newest and fastest growing personal hygiene brands worldwide, providing a variety of toothpaste products ranging from Complete Care, Sensitive, Prime Whitening, Junior to *maxdent* Mouthwash designed for your specific needs.



Make your teeth smile...



Maxdent is formulated for all specific needs

Dentist- recommended

Make your teeth smile...







**maxdent PRIME WHITENING**

**maxdent** Prime Whitening whitens your teeth while protecting them against the acids that cause cavities. It provides excellent whitening benefits by gently removing surface stains for a simply whiter, brighter smile.

**maxdent** is formulated especially for whitening teeth.

- ✔ **Whitens Teeth**
- ✔ **Fights Cavities**
- ✔ **Protects Teeth From Stains**
- ✔ **Freshens Breath**



Available in 2 sizes: 75ml / 100ml

Make your teeth smile...



**maxdent SENSITIVE**

*maxdent* Sensitive is formulated especially for use on sensitive teeth and provides fast and effective relief from the irritation of brushing.

*maxdent* Sensitive has a breath-refreshing special formula with enamel-strengthening fluoride fighting cavities and soothing nerves for fast sensitivity relief.

*maxdent* is formulated especially for sensitive teeth.

- ✓ Relief For Sensitive Teeth
- ✓ Cavity Protection
- ✓ Protects Gums
- ✓ Freshens Breath



Available in 2 sizes: 75ml / 100ml

Make your teeth smile...



## **maxdent COMPLETE CARE**

**maxdent** Complete Care fights cavities by gently removing plaque for healthy and strong teeth.

**maxdent** has a breath-refreshing special formula with enamel-strengthening fluoride which fights cavities by gently removing plaque for healthier and stronger teeth.

**maxdent** complete care fights cavities by gently removing plaque for healthy and strong teeth.

- ✔ **Cavity Protection**
- ✔ **Fights Tartar Buildup**
- ✔ **Prevents Gingivitis**
- ✔ **Freshens Breath**



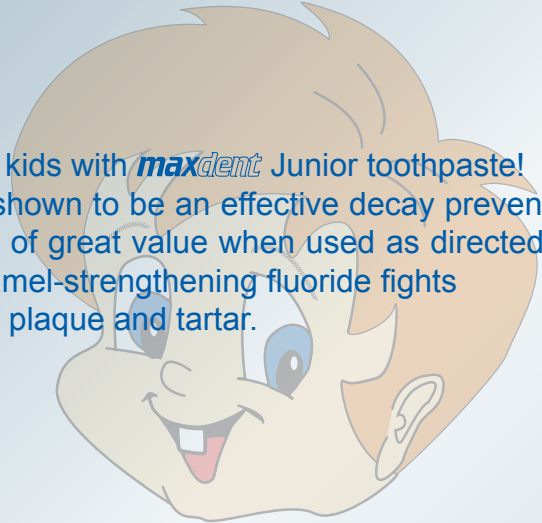
Available in 2 sizes: 75ml / 100ml

Make your teeth smile...



### **maxdent JUNIOR**

Make brushing fun for your kids with **maxdent** Junior toothpaste! **maxdent** Junior has been shown to be an effective decay preventing toothpaste that can be of great value when used as directed. Its special formula with enamel-strengthening fluoride fights cavities by gently removing plaque and tartar.



**maxdent** Junior is formulated for ideal cavity protection, especially for ages 6 and up.

- Fights Plaque & Tooth Decay**
- Helps Protect Gums**
- Great Fruity Taste!**

Make your teeth smile...



Available in 2 sizes: 75ml / 100ml



## **maxdent MINT MOUTHWASH**

**maxdent** Mint Mouthwash has an alcohol-free formula and kills germs that cause bad breath, plaque and the gum disease gingivitis.

Make your teeth smile with **maxdent** Mint Mouthwash. Kills Germs that Cause Bad Breath, Plaque, and the Gum Disease Gingivitis.

Make your teeth smile with **maxdent** Mint Mouthwash. Use it twice a day to help:

- ✔ **Prevent & Reduce Plaque**
- ✔ **Fight Bad Breath**
- ✔ **Prevent & Reduce Gingivitis**
- ✔ **Kill Germs Between**



Available in 500ml.

# DISTRIBUTOR INFORMATION



**maxdent**  
Make your teeth smile...

- ✓ Relief For Sensitive Teeth
- ✓ Cavity Protection
- ✓ Protects Gums
- ✓ Freshens Breath

Dentist- recommended

The image shows a woman with dark hair smiling broadly, showing her teeth. Below her is a box and a tube of Maxdent toothpaste. The box is pink and white with the Maxdent logo. The tube is white with pink and blue accents and also features the Maxdent logo.

## Contact Us

The full line of Maxdent products can be found online at [www.maxdent.info](http://www.maxdent.info)

Call our Info & Serviceline +98 21 44902090 for more information.

Please contact us at [info@maxdent.info](mailto:info@maxdent.info)