



# PULIEF

MOM'S TOOTHPASTE



PULIEF  
mom's toothpaste  
for pregnancy  
using natural  
ingredients





## Prenatal and lactation period PULIEF MOM'S tooth paste

Use during pregnancy  
or after giving a birth!



WHO

- ✓ Women of morning sickness at the early stages of pregnancy
- ✓ Women who worry the safety of fetus
- ✓ Women of breast-feeding and pregnancy
- ✓ Women sensitive for chemicals of toothpaste

Use it for the sensitive and weakened gum  
of my baby and myself during pregnancy



WHY

Is the toothpaste for  
pregnant women necessary?

Small amount of toothpaste is swallowed during gargling. What will happen if the chemicals inside the usual toothpaste swallowed?

Everyday gargling will be poisonous to the  
fetus when even small amount is cumulated.

## 13 free for the bad ingredients to mom and fetus



Use PULIEF MOM'S TOOTHPASTE for safety owing to its natural products!

- ✓ The flavor, taste and foam were adjusted properly to the gum weakened during pregnancy.
- ✓ Free of fluoride for the health of pregnant woman and fetus.
- ✓ Not added 13 harmful ingredients of synthetic chemicals such as paraben, benzophenone, SLS(Synthetic surfactant) and synthetic preservative.

## PULIEF POINT



Prevention of periodontitis and gingivitis



Keep white and strong teeth



Prevention of cavity and odontolith



Enhancing aesthetic effect



Plaque removing (Anti-plaque)



Remove bad breath

- Toothpaste certified for its safety for pregnant woman  
China GB/T8372-2017  
Korea TAK-2019-042792
- Use the natural foaming agent extracted from coconut instead of synthetic surfactant(SLS)
- Natural herbal ingredients excellent for gum infection and anti-inflammation

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## A gift containing nature, PULIEF MOM'S TOOTHPASTE

### ► Eucalyptus extract

Effects of anti-inflammation, preservation and sterilization

### ► Sage extract

Helps antibiotics and anti-infection and anti-inflammation

### ► Propolis extract

Antibiosis and anti-oxidation

### ► Mint extract

Removing bad breath and maintaining freshness

### ► Green tea extract

Removing bad breath

### ► Aloe extract

Inhibiting and soothing virus and healing the scar



Eucalyptus



Sage



Propolis



Mint



Green tea



Aloe



PULIEF MOM'S  
APPLE TOOTHPASTE

**Apple Flavor**  
Flavor effecting sweetness  
and freshness

**Efficacy**  
Prevention of dental disease  
and gum disease

**Weight** 100g



PULIEF MOM'S  
GRAPEFRUIT TOOTHPASTE

**Grapefruit Flavor**  
Fresh and soft fruit flavor

**Efficacy**  
Prevention of gum disease  
caused by sterilization

**Weight** 100g



PULIEF MOM'S  
GOLDEN KIWI TOOTHPASTE

**Golden Kiwi Flavor**  
a sweet feeling of refreshment

**Efficacy**  
Oral cleanliness and prevention  
of gum disease

**Weight** 100g



PULIEF MOM'S  
BLUEBERRY TOOTHPASTE

**Blueberry Flavor**  
Flavor of mild freshness

**Efficacy**  
Prevention of oral cleanliness  
and gum disease

**Weight** 100g

## ALL INGREDIENTS

PULIEF MOM'S TOOTHPASTE uses only natural low stimulant materials.  
We launch it confidently for mother and baby.

Material	Efficacy and role	Material	Efficacy and role
Silicon dioxide	Abrasive	Chamomile Extract	Eco-Cert certified extract
Aluminum Chlorohydroxy Allantoinate	Ingredient preventing the gum disease	Aloe extract (10%)	
D-sorbitol liquid	Moisturizer	Eucalyptus extract	
Concentrated glycerin	Moisturizer	Sage extract	USDA certified extract
Xanthan gum	Viscosity controller	Green tea extract	
L-Menthol	Keeping freshness	Propolis extract	Natural extract
Grapefruit seed extract	Natural extract	Sodium benzoate	Preserved agent
Xylitol	Natural ingredient sweetener	Tocopherol Acetate	Vitamin E
Sodium chloride	Salt	Sodium cocoyl glutamate	Natural surfactant
Grapefruit, Furely mint, Spearmint flavor	Keeping freshness	Purified water	Pure water



## CERTIFICATE COSMETICS ECOCERT

### Certified for French 'Organic farming' approved by European Union(EU)

Natural materials produced and manufactured  
as they are Certification standards and system are strict

- ✓ French organic material (Eco Cert) : Eucalyptus, Sage, Aloe, Camomile
- ✓ USDA organic material : Green tea extract
- ✓ Use of natural derived foaming coconut extract
- ✓ Highest premium abrasive



USDA certificate  
Green tea extract



KTR test (Korea)



Chamomile, Sage, Aloe  
ECOCERT certificate



License for  
manufacturing and  
distributing the item



Eucalyptus  
ECOCERT certificate



COA Test result  
Dongil Pharmacy



GB Test (China)

## Specialists' opinions on the importance of toothpaste for pregnant women



### Song Young-rae President of Motae Obstetrics and Gynecology Hospital

Many changes are taken place such as hormonal change and blood vessel expansion once pregnant. The gum can be bleeding and swelling as gum is softened and driven blood especially during pregnancy as teeth and gum are weakened. It is called as prenatal gingivitis. Such gum disease may make influence on the fetus. The probability of premature birth and low birth-weight infant becomes 7-fold higher, and the risk of pregnancy toxemia becomes higher. Eager gargling than usual time is important to prevent these. The use of soft tooth brush and natural toothpaste free of chemicals are good for the health of mother and fetus.

The biggest concern of the pregnant women is the impact of food and toothpaste to fetus. The teeth will be healthier when good food is taken and use of natural ingredients toothpaste will be a safe choice for the baby. Therefore, the choice of natural ingredient toothpaste during pregnancy is the best always.

### Ahn Phil-ho President of Soohyeonhap Dental Clinic



### Kim Hee-rim President of Dental Clinic PhD from Tokyo Dental University in Japan

According to the report in "International Stomatology Magazine," the oral disease of pregnant women can be linked to the pregnancy result. According to the oral health guidelines during pregnancy, the stomatology treatment during pregnancy is safe and very important. It is told that the cardiac disease can be developed when the oral bacteria reach to heart through the scar on the gum. About 90% of pregnant women shall have oral treatment. According to the study, the teeth shall be managed for pregnant women as it makes direct influence on the health of babies and infants.

### Chung Myung Nam Gynecologist in Dalian, China

The inherited things from mother to child are not only the gene but also the microbe. The benign bacteria from mother to child is a protector for child's immunity system. Child's health will be threatened without assistance of such microbe. There are 'blood vessel' and 'germ vessel' as well between mother and child because the bacteria are transmitted from mother to child. Scientific and safe oral cavity management is a key point to have health microbe for inheriting the health to the next generation.







**Cell for One is together with nature and produces the product with good natural materials.**

All people are our customers and their necessity is the motive of technology development and base of entrepreneurial activities of Cell for One.

We will become good enterprise by means of good products.

We will not make products for big sale.

We will make the product honestly which beloved by customers for a long time.

The healthy life starts from healthy teeth.

The healthy teeth were counted as first in our traditional society.

In addition, the teeth are the first part of the digestive system.

It is "One for our body" which is the entrepreneurial spirit of Cell for One.

Entire body including the digestive system feels the abnormal condition when the teeth are not healthy as they are the basic for human metabolism.

**We will present the safest natural PULIEF MOM'S TOOTHPASTE which can guarantees the health and bright smile.**





PULIEF MOM'S TOOTHPASTE  
made of natural products for the first step  
to make the healthy teeth of mother and fetus  
during pregnancy and breast feeding



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