

Vussen



VUSSEN CATALOG

2020

LUXURIOUS & HIGH-QUALITY DENTAL CARE
DISCOVER YOURSELF BECOMING MORE CONFIDENT
WITH OUR PREMIUM PRODUCTS

OSSTEM[®]
ORALCARE

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CONTENTS

ABOUT COMPANY & BRAND

TOOTHPASTE

TOOTHBRUSH

SET & KIT

OTHERS

OSSTEM ORAL CARE CO., LTD.

Through its dental and implant research, 'Osstem Implant', the No. 1 implant company in Korea, established 'Osstem Oral Care Co., Ltd.' with the mission to protect the oral health of people in everyday life.

We have established the Oral Health Research Institute, with advanced technological skill and excellent researchers, to achieve R&D and technological innovation. In addition, we strive for quality control with production and manufacturing systems that meet international standards.



Company-Affiliated Research Institute Certificate



MOU for University/ Industry Cooperation with Hanyang University



ISO 22716 : 2007



OUR HISTORY

LUXURIOUS & HIGH-QUALITY DENTAL CARE

2016	2017	2018	2019	2020 (Planned)
				Aug, Advertise on major TV channels
				Jun, Release Vussen C Cavity Care toothpaste
				Apr, Participate in Sourcing Fair 2020 Spring Exhibition
				Mar, Launch on Home shopping TV channel
				Mar, Participate in KIMES 2020 Exhibition
			Dec, Completed goal of increasing export to 20 countries	
			Aug, Launched online store on Olive Young online mall	
			Aug, Released Vussen Double-Wide toothbrush	
			Jun, Released Vussen S Sensitive teeth Care Toothpaste	
			Mar, Made available in Health and Beauty Store, 'LOHBs'	
			Jan, Awarded the grand prize in the toothpaste category for 'The Hankooklibo 'The Best New Products in 2018''	
		Dec, Obtained 'ISO22716' certification		
		Dec, Established the Oral Health Research Institute II (for Toothbrush)		
		May, Launched on KakaoMakers, recorded a sellout of 8,000 toothpastes after release		
		Mar, Recipient of iF Design Award 2018 (Discipline: Packaging)		
	Aug, Released whitening care toothpaste gift set			
	Mar, Mass release of 4 whitening toothpaste products (Vussen H, 7, 15, 28)			
Apr, Received accreditation for Corporate R&D center				
Jan, Established Osstem Oral Care Co., Ltd, and Factory				



VUSSEN

VUSSEN, PREMIUM ORAL CARE BRAND

Vussen, a brand of Osstem Oral Care Co., Ltd, has stepped up to become a total oral care brand through its high-performance, high-quality toothpaste and toothbrush products.

The whitening toothpaste, the sensitive teeth care toothpaste, and the 6-row wide-head toothbrush are products that stand out among other mainstream products in the market. You can be assured that the Vussen brand protects its consumers by making products that contain natural ingredients instead of harmful substances, such as MIT/CMIT.

In addition, our luxurious and classy packaging design was awarded the prestigious 'iF Design Award 2018' in the Packaging category.

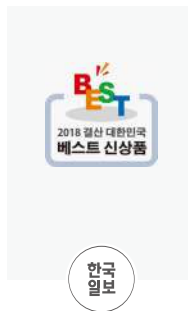
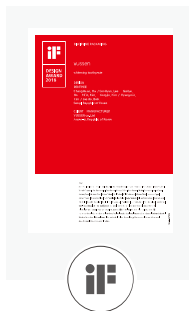
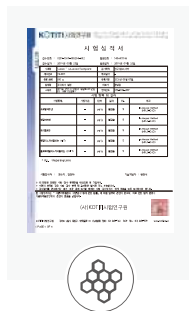


Ministry of Food and Drug Safety
Product Certification

Non-Hazardous
Substance Analysis Certification

iF Design Award 2018

The Hankookilbo 2018
Best New Product



VUSSEN PORTFOLIO ROADMAP

Released

4 types of whitening toothpastes, 1 type of sensitive teeth care toothpaste, 1 type of toothbrush



Planned Releases

Cavity care toothpaste, Breath care toothpaste, Gum care toothpaste, Tartar care toothpaste, Xerostomia care toothpaste



In Development

Water flosser, Electric toothbrush, Mouthwash



LET'S SMILE BRIGHTLY!

Luxurious
PREMIUM EXPERIENCE, 3 TIMES A DAY

Functional
HIGH-QUALITY BRAND FOR ORAL CARE

Toxic Free
FREE OF 5 HARMFUL SUBSTANCES
(FOR 5 TOOTHPASTE TYPES, TEST COMPLETED)

Vussen 28 Vussen 15 Vussen 7 Vussen H Vussen S Vussen C

WHITENING CARE TOOTHPASTE

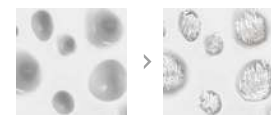
VUSSEN WHITENING CARE TOOTHPASTE H, 7, 15, 28

Customize the whitening treatment according to the condition of your teeth!

Brightening	Gentle Whitening	General Whitening	Strong Whitening
H A P 5%	Hydrogen Peroxide 0.75%	Hydrogen Peroxide 1.5%	Hydrogen Peroxide 2.8%
VUSSEN H	VUSSEN 7	VUSSEN 15	VUSSEN 28
<ul style="list-style-type: none"> Contains tooth components (HAP 5%) Recommended for both regular and sensitive teeth Prevents re-staining 	<ul style="list-style-type: none"> Contains whitening ingredients used by dentists Prevents re-staining 	<ul style="list-style-type: none"> Contains whitening ingredients used by dentists Contains double strength stain removal formula Prevents re-staining 	<ul style="list-style-type: none"> Contains whitening ingredients used by dentists Contains 3.5 times strength stain removal formula Prevents re-staining

Brightening Toothpaste (Contains HAP)

Vussen H contains an essential ingredient of enamel (HAP 5%), which can restore the damaged teeth surface and brighten the teeth.



Before using Vussen H After using Vussen H
Fine cracks on the teeth are filled.

Whitening Toothpaste (Contains Hydrogen Peroxide)

Oxygen created by the whitening ingredients (Hydrogen Peroxide 0.75%, 1.5%, 2.8%) removes the stains and other impurities on the teeth and whitens the teeth.



Stain Removal
Teeth gets stained from external agents such as coffee or black tea

Whitening Coating
The Radical produced as Hydrogen Peroxide dissolves eliminates the stains

Color change of average #11

Week	Vussen 7	Vussen 28
0	0	0
2	3.5	3.5
4	4.0	4.0
6	4.5	4.5
8	4.8	5.0
10	5.0	5.5
12	5.2	6.0
14	5.5	6.5

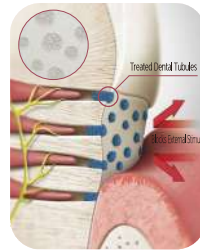
Completed Clinical Trial conducted by Kyung Hee University School of Dentistry

- All the toothpastes proved to have whitening effects on teeth after 4 weeks, and the effects remained after 2 more weeks.
- Tests showed that color improvement depended on the concentration level of hydrogen peroxide
- Products tested: Vussen 7, Vussen 28

SENSITIVE CARE TOOTHPASTE

VUSSEN S SENSITIVE TEETH CARE TOOTHPASTE

Suffering from throbbing, sensitive teeth? “Vussen S” it!



- 

Alleviates Teeth Sensitivity
Contains tricalcium phosphate 19%
- 

Contains Natural Ingredients
Xylitol, Sage extracts
- 

NO Harmful Substances Added
Including MIT, OIT, Propylparaben
- 

Refreshing Feel
Lasting freshness after brushing

CAVITY CARE TOOTHPASTE

VUSSEN C CAVITY CARE TOOTHPASTE (SOON TO BE RELEASED)

Worried about cavities? Take care of it with high concentrate fluoride Vussen toothpaste!



- 

High Fluoride Content 1,450ppm
Maximized cavity prevention effect
- 

99% Anti-bacterial
Resistant to 3 types of cavity-causing bacteria
- 

NO Harmful Substances Added
Including MIT/OIT, Propyl-Hydroxy, benzocaine
- 

Refreshing Feel
Lasting freshness after brushing

VUSSEN TOOTHPASTE

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Vussen New H Toothpaste

Features	Brightening effect, HAP 5%, Contains natural ingredients Free of 5 harmful substances	
Component	Toothpaste 120 g	Mini toothpaste 25 g
Code	TPA0001	TPA0009
Pack Size	60ea / 1Box	200ea / 1box



Vussen 7 Advanced Toothpaste

Features	Hypoallergenic whitening, Hydrogen Peroxide 0,75% Free of 5 harmful substances	
Component	Toothpaste 100 g	Mini toothpaste 22 g
Code	TPA0003	TPA0010
Pack Size	60 ea / 1Box	200 ea / 1box



Vussen New 15 Whitening Paste

Features	Whitening, Hydrogen Peroxide 1,5% Free of 5 harmful substances	
Component	Toothpaste 80 g	Mini toothpaste 20 g
Code	TPA0005	TPA0011
Pack Size	60ea / 1Box	200ea / 1box



Vussen New 28 Whitening Paste

Features	Deep Whitening, Hydrogen Peroxide 2,8% Free of 5 harmful substances	
Component	Toothpaste 80 g	Mini toothpaste 20 g
Code	TPA0007	TPA0012
Pack Size	60 ea / 1Box	200 ea / 1box



Vussen S Sensitive Care Toothpaste

Features	Alleviates Sensitive Teeth Contains tricalcium phosphate (19%) Free of 5 harmful substances	
Component	Toothpaste 120 g	Mini toothpaste 21 g
Code	TPA0044	TPA0052
Pack Size	60 ea / 1Box	240 ea / 1box



Vussen C Cavity Care Toothpaste Soon to be released

Features	High fluoride content 1,450ppm Naturally occurring surfactant	
Component	Toothpaste 120 g	Mini toothpaste 21 g
Code	Planned to be released in 1H20	
Pack Size	60 ea / 1Box	



VUSSEN DOUBLE-WIDE TOOTHBRUSH

VUSSEN DOUBLE-WIDE TOOTHBRUSH

Quickly and Thoroughly Cleans,
6-Row Double-Wide Head

6-Row



6-row wide head

Head optimized to fit the teeth

The wide head's surface area can clean the teeth swiftly and comprehensively.

(Long enough to cover two molars, and wide enough to cover the upper and lower teeth)

2 Types



Soft and Hard bristles

Dual bristled head for the gum

The soft bristles gently massage the gum, while the hard bristles eliminate the plaque

Undulating



Short and Tall Bristles

Undulating bristles provide efficient double care

The long, fine bristles reach deep into the gum pockets, while the short flat bristles clean the surface of the teeth.

Silver ion



Anti-bacterial effect of Silver Ion

99% Anti-bacterial effect (Test analysis completed)

The silver ion prevents various germs and molds from inhabiting the surface of the toothbrush head



VUSSEN DOUBLE-WIDE TOOTHBRUSH



Vussen Double Wide Toothbrush

Features	<ul style="list-style-type: none"> 6-row wide head provides a quicker and effective brushing The dual-thickness undulating bristles allow for complete coverage and gum care 99,9% anti-bacterial effect of silver ion 	
Component	1 piece in Black Blister (Korean)	1 piece in Black Blister (English)
Code	TBA0001	TBA0003
Pack Size	144 ea / 1Box	144 ea / 1Box



4-Toothbrush Set

Features	Gift set composed of 4 different colors
Component	4 ea
Code	TBA0014
Pack Size	40 set / 1Box

12-Toothbrush Set (RRP)

Features	4 colors / 3 each, for display in stores
Component	12 ea
Code	TBA0002
Pack Size	12 set / 1Box



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