

GLO Science Introduces ECO BALANCE

REVOLUTIONARY GUM HEALTH TREATMENT

Clinically tested formulation that raises oral pH to promote a healthy mouth, prevent plaque, and freshen breath.



ECO Balance is a 2017 Edison Award winner, recognized by industry experts for excellence as a “game changing” innovation.

We are proud to share it with you – exclusively to the dental professional. It’s time to GLO again!

“For the first time, we have a product that gives us a non-antibiotic therapeutic approach to send home with our patients, beyond brushing and flossing. ECO is easy for patients to use as part of their regular oral care routine. It alkalizes the mouth freshens breath, controls inflammation, whitens, and does not stain teeth. We are looking at a true oral care disruptor.”

*Dr. Jonathan B. Levine
New York City Prosthodontist
GLO Science Founder and Inventor*

antibiotic free • alcohol free • SLS free • triclosan free • stain free

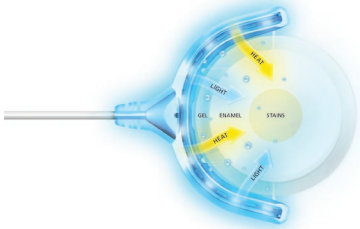
GLO for a healthy mouth!



GLO Science Introduces Revolutionary Gum Health Treatment

Bringing the magic of GLO warming heat to therapeutics

Thousands of dental practices across the country are already enjoying the benefits of the innovative products created by GLO Science, a young company that has quickly gained recognition across the industry for its groundbreaking teeth whitening technology. Developed by oral health expert and GLO founder, Dr. Jonathan B. Levine, to deliver superior whitening results in less time and without sensitivity, patented GLO technology uses warming heat in a universally-sized, closed system mouthpiece to activate and accelerate formulation.¹



GLO Science is excited to now introduce the same GLO warming heat technology for therapeutics, launching with a revolutionary new gum health formulation and mouthpiece design.

ECO Balance – GLO for Gum Health

The ecosystem of the mouth balances good and bad bacteria, influenced by plaque control and pH levels. An acidic environment allows bad bacteria to thrive and contributes to plaque accumulation, bad breath, gingivitis, and periodontal disease; while an alkaline environment favors good bacteria and is essential for optimal oral health.²

ECO Balance is a clinically tested non-antibiotic gum health treatment that raises oral pH to bring the mouth's chemistry into healthy balance, promoting lasting gum health, powerful fresh breath, and a "just from the dentist" clean mouth feel, with an added benefit of whiter teeth.

Inspiration

It all began when a GLO Science teeth whitening study conducted at the Goldman School of Dental Medicine in 2010 yielded some unexpected therapeutic results. Independent researchers noticed that the 70% of patients who began the study with evidence of gum disease had healthier gums at the end.

Dr. Levine recognized that, "our universally sized, closed system mouthpiece with warming heat and light had a positive effect on gum health. For the next few years, I spent time ideating, prototyping, and testing a unique foaming gel formulation that becomes activated by warming heat in the GLO mouthpiece and when used for brushing. ECO Balance was born."

Impact

"With one out of every two adults in the US having periodontal disease³ and 70% with gingivitis, coupled with knowledge of the connection between periodontal disease and inflammatory diseases in the body (e.g. cardiovascular disease, diabetes, and stroke), it is crucial to control inflammation in the mouth. As a microbiologist before becoming a prosthodontist, and then as a product developer in oral care, it became clear to me that we were on to something very big with this new innovation," Dr. Levine explains.

Excellent oral health is essential for sound whole body health and wellness but existing soft tissue treatments have several significant compromises. Local and systemic antibiotics are rarely efficacious in the long term and contribute to antibiotic resistance, a global public health issue.⁴ Chlorhexidine stains teeth⁵ and triclosan is a detergent banned by the FDA for topical use, although it is still present in some oral care products.⁶

A New Product Category

ECO Balance is antibiotic free, alcohol free, SLS free, triclosan free and stain free. It is designed to enhance the body's natural immunological defense rather than administer foreign biological products. For the first time, doctors have a sustainable, effective, long-term treatment option to offer all their patients that is specifically designed for ongoing home use. The delivery system and application easily fit into people's lives, ensuring greater patient compliance. ECO has already been recognized by industry experts as a "game changing" innovation with a 2017 Edison Award.



As Dr. Levine summarizes, "We have created a new product category that, for the first time, gives dental professionals a therapeutic approach to send home with patients, beyond brushing and flossing. We are looking at a true oral care disruptor." In fact, the periodontist heading the latest ECO clinical study at the Forsyth Institute characterizes it as "magic foam."

How to Use

ECO is used twice daily as part of a patient's regular brushing routine. It is simply added to the toothbrush, on top of a favorite toothpaste. The brushing action invigorates the formulation, causing it to foam.

Additionally, Dr. Levine designed a new GLO Gum Health Mouthpiece specifically for use with ECO. The GLO warming heat in the mouthpiece causes the oxygenating formulation to expand into a volumizing foam that can penetrate all the hard-to-reach



areas between the teeth and along the gumline where bacteria thrive, ensuring increased contact time and coverage of the soft tissue.

About GLO Science

GLO Science's mission is to bring groundbreaking innovations to the dental community and its patients. The company was founded in 2010 by New York City prosthodontist, author, and inventor, Dr. Jonathan B. Levine, along with visionary creative brand expert, Stacey Levine. The husband and wife power duo work side by side with a team of industry experts to bring the vision to life. A four time Edison Award winner (for teeth whitening and now for therapeutics), GLO is excited to bring its newest innovation to you, exclusively through the dental professional channel.

A Brand That Gives Back

Dedication and passion for the industry come with a company mission to give back through the GLO Good Foundation, and a goal for all GLO doctors to be part of the journey. GLO Good is a non-profit committed to bringing oral health care and education to underserved populations – empowering people around the world with beautiful and healthy smiles. Having completed missions in the United States, Rwanda, and Eleuthera, GLO Good has already made quite an impact – and it is just getting started!

¹ Levine, J. B. "Teeth whitening technology: Biology and anatomy are critical factors." *Inside Dentistry* March 2017: 42-48. Print.

² Takahashi, N. (2015). Oral microbiome metabolism: From "Who are they?" to "What are they doing?" *Journal of Dental Research*, 94(2), 1628-1637.

³ Eke, P. I., Dye, B. A., Wei, L. et al. (2015). Prevalence of periodontitis in adults in the United States: 2009 to 2012. *Journal of Periodontology*, 86(5), 611-622.

⁴ Matesanz-Perez P, Garcia-Gargallo M, Figuero E, et al. (2013). A systemic review on the effects of local antimicrobials as adjuncts to subgingival debridement, compared with subgingival debridement alone, in the treatment of chronic periodontitis. *Journal of Clinical Periodontology*, 40, 227-241.

⁵ Kouadio, A. A., et al. (2017). An in vitro analysis model for investigating the staining effect of various chlorhexidine-based mouthwashes. *Journal of Clinical and Experimental Dentistry*, 9(3), 410-416.

⁶ Saint Louis, C. "Why a chemical banned from soap is still in your toothpaste." *The New York Times* 8 Sept 2016: B2. Print.