



Product marketing and packaging description:

Aquafresh Intense Clean Deep Action 75 ml

SHORT PRODUCT DESCRIPTIONS

What is Aquafresh Intense Clean Deep Action: It is a toothpaste specially designed to actively deep clean and invigorate your whole mouth.

How does it work: Aquafresh Intense Clean Deep Action helps remove plaque in hard to reach places due to five-times smaller cleaning micro crystals that reach into areas you might miss with your brush.

Why choose Aquafresh Intense Clean Deep Action: It is toothpaste with double the cleaning performance in hard to reach places, compared to a regular toothpaste.

Who is it for: It is for everyone who wants superior cleaning, fresher breath and a feeling of invigorating cleanness.

What causes bad breath: Bacterial plaque, caused by inappropriate oral hygiene, is one of the main reasons of bad breath. Aquafresh Intense Clean Deep Action fights plaque in areas your brush might miss.

How to treat bad breath: With regular brushing, this toothpaste removes stains, fights plaque and kills germs to help your mouth feel fresh and healthy. It leaves your mouth feeling invigorated.

How to use: Brush your teeth with Aquafresh Intense Clean Deep Action twice daily and not more than 3 times. Minimise swallowing and spit out. Always read the label before use.



LONG MARKETING COPY

What is Aquafresh Intense Clean Deep Action:

It is a toothpaste specially designed to actively deep clean and invigorate your whole mouth. With regular brushing, the unique formulation removes stains, fights plaque and kills germs to help your mouth feel fresh and healthy.

How does it work: Aquafresh Intense Clean Deep Action toothpaste contains five-times smaller cleaning particles than a regular toothpaste. Because of its microscopic cleaning crystals, it can deeply clean even those hard to reach places between the teeth. This takes brushing your teeth to a microscopic level, reaching areas your brush might miss.

Why choose Aquafresh Intense Clean Deep Action:

It's a daily care toothpaste, but with double the cleaning performance compared to a standard toothpaste. With its active cleaning micro crystals, it is highly effective in cleaning hard to reach places. The formula is designed to also leave your mouth feeling invigoratingly clean.

Who is it for: Aquafresh Intense Clean Deep Action toothpaste is specially designed for everyone who wants to have healthier teeth, fresh breath and get a deep clean for their whole mouth clean (vs. a regular

toothpaste). With its five- times smaller cleaning particles than a regular toothpaste, Aquafresh Intense Clean Deep Action toothpaste takes brushing your teeth to a microscopic level.

What causes bad breath: Teeth plaque is mainly caused by bacteria build-up due to food debris and absence of appropriate oral hygiene. The teeth become coated with bacterial plaque, resulting in bad breath.

How to treat bad breath: Plaque can be treated with regular oral hygiene. When used regularly, Aquafresh Intense Clean Deep Action toothpaste helps fight plaque by actively deep cleaning in hard to reach places. It removes stains, fights plaque and kills germs to help your mouth feeling fresh, healthy and invigorated.

How to use: Brush for two minutes twice a day to get rid of more than 99% of bacteria. Regular brushing with Aquafresh Intense Clean Deep Action toothpaste helps keep your gums and teeth healthy, removes stains and freshens breath. Brush your teeth twice daily and not more than three times. Minimise swallowing and spit out. Always read the label before use.