

Clean **CLIO**<sup>®</sup>

## Picture



## Brand & Specification

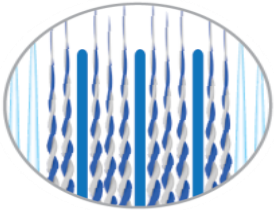

- Category: Toothbrush
- Name: CLIO The Style
- Handle: PP+ Rubber
- Bristle: Antibacterial and spiral (PBT)
- Handle Color: 4 colors  
(Grey, Red, Black, White)

## Segment & Target

- User: Adult
- Head size: Regular
- Softness: Soft
- Target: General market
- Function: Total Care

## Selling Point

- \* **Natural handle line** : Sensitive and comfortable grip feeling with the voluminous body.
- \* **Ultra-fine bristle** : Total gum care effect by brushing between teeth and gum with ultra-fine bristle.
- \* **Antivirus bristle** : Protection the virus from growing.
- \* **Specially treated spiral fine bristle** : The strong plaque remove of spiral fine bristle with spiral shape

Picture	Brand & Specification	Segment & Target
 	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO Curved 9</li> <li>• Handle: PP+ Rubber</li> <li>• Bristle: Antibacterial Tapered &amp; Spiral(PBT)</li> <li>• Color: handle(white) + 4 colors (purple, blue, green, gray)</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Regular</li> <li>• Softness: Soft</li> <li>• Concept: multiple functions</li> <li>• Target: General market</li> <li>• Function: Total care</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
<ul style="list-style-type: none"> <li>• 21° of handle neck is applied which is recommended as ideal angle of toothbrush by The Korean Academy of Preventive Dentistry and Oral Health</li> <li>• Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating</li> <li>• Specially processed tapered spiral bristle helps to remove dental calculus cleanly and effectively</li> <li>• Ergonomically designed rubber head of brush handle protect gums from the damage during the tooth brushing</li> <li>• Soft bumps on back side of handle help to manage mucous membrane of oral cavity and coated tongue effectively</li> </ul>		

## Picture



## Brand & Specification

- Category: Toothbrush
- Name: CLIO Complete
- Handle: PP+ Rubber
- Bristle: Antibacterial T&R(PBT)
- Color: handle(gray) + 4 colors (orange green, pink, blue)

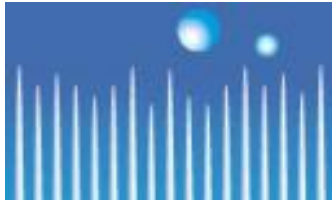
## Segment & Target

- User: Adult
- Head size: regular
- Softness: Soft
- Target: General market
- Function: Total care

## Selling Point

- **Total care toothbrush with patented world 1st technology (PCT/KR2009/004758) which have advantages of both tapered bristle and rounded bristle by those ideal combination**
- **Double effect with plaque removal by rounded bristle and gap brushing between teeth & teeth by tapered bristle**
- **Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating**
- **Ergonomic design with thick handle provides comfort grip**

## Picture



## Brand & Specification



- Category: Toothbrush
- Name: CLIO MINTIS
- Handle: PP
- Bristle: Antibacterial Tapered (PBT)
- Color: handle(white, black)  
+ 4 designs by heat decal

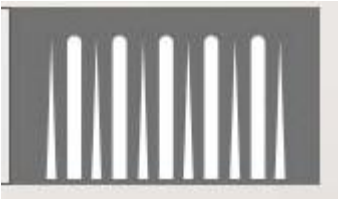

## Segment & Target



- User: Adult
- Head size: Regular
- Softness: Soft
- Concept: Gum care
- Target: General market
- Function: Interdental cleaning

## Selling Point

- Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating
- Tapered bristle reach to the gap of teeth & gum and remove food particle efficiently
- Unique handle design with heat decal

Picture	Brand & Specification	Segment & Target
 	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO DENTIMATE SEASON 2</li> <li>• Handle: PP + RUBBER</li> <li>• Bristle: Ultra-fine (PBT)</li> <li>• Handle color : 4 pastel colors</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Regular</li> <li>• Softness: Soft</li> <li>• Concept: Tongue cleaner</li> <li>• Target: General market</li> <li>• Function: Total dental care</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
<ul style="list-style-type: none"> <li>• <b>Specially treated ultra fine bristle : Very helpful for preventing the gum disease</b></li> <li>• <b>Compact head with only 2.5cm size : Convenient for brushing the teeth in the deep position and between the teeth.</b></li> <li>• <b>Rubber embossing tongue cleaner : Cleaning the membrane and teeth in the mouth.</b></li> </ul>		

Picture	Brand & Specification	Segment & Target
 	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO SUPER EXTREME</li> <li>• Handle: PP + Rubber</li> <li>• Bristle: 3 layer bristle (PBT)</li> <li>• Handle Color: 4 colors</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Regular</li> <li>• Softness: Soft</li> <li>• Concept: Gum care</li> <li>• Target: General market</li> <li>• Function: Interdental cleaning</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
<ul style="list-style-type: none"> <li>• <b>6 degree cross moving system</b> : Sensitive and active plaque removal.</li> <li>• <b>3 layer bristle</b> : Strong plaque removal.</li> <li>• <b>Dot type handle</b> protecting slipping out of hand.                             <ul style="list-style-type: none"> <li>* 8 rubber sticks for gum massage.</li> <li>* 6 holes molar care-tip : Very useful for brushing the deep molar.</li> </ul> </li> <li>* </li> </ul>		

Picture	Brand & Specification	Segment & Target
	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO HIGHLIGHT S</li> <li>• Handle: PP + Rubber</li> <li>• Bristle: Antibacterial ultra fine (PBT)</li> <li>* Handle color ; 4 colors</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Regular</li> <li>• Softness: Soft</li> <li>• Target: General market</li> <li>• Function: Interdental cleaning</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
	<ul style="list-style-type: none"> <li>• <b>Antibacterial ultra-fine bristle</b> : Possible dental care and cleaning by protecting the bacteria.</li> <li>• <b>Specially treated soft ultra fine bristle</b></li> <li>• <b>Trapezoid shaped head</b> : Very helpful for brushing the teeth in the deep position.</li> <li>* <b>Non-slip handle</b> : Safe grip which preventing the handle slide out of the hand during toothbrushing.</li> </ul> <p style="margin-top: 20px;">*</p>	



## Picture



## Brand &amp; Specification

- Category: Toothbrush
- Name: FINE ALL
- Handle: PP + Rubber
- Bristle: Antibacterial rounding (NYLON)
- \* Handle color : 4 colors

## Segment &amp; Target

- User: Adult
- Head size: Regular
- Softness: Soft
- Target: General market
- Function: Dental care

## Selling Point

- **Antibacterial bristle : Protection against coliform bacillus and staphylococcus aureus**
- **Rounding bristle removes the plaque effectively which prevents cavity.**
- **Non-slip handle : This helps comfortable toothbrushing with the non-slip handle which was designed ergonomically.**

\*

## Picture



## Brand & Specification

- Category: Toothbrush
- Name: CLIO Sens Progress
- Handle: PP+ Rubber
- Bristle: Antibacterial T&R(PBT)
- Color: handle(white) + 4 colors (purple, green, Pink, orange)


## Segment & Target

- User: Adult
- Head size: regular
- Softness: Soft
- Concept: The world first
- Target: General market
- Function: gum care, suction pad

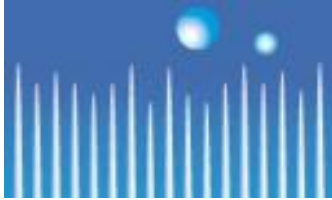
## Selling Point

- Total care toothbrush with patented world 1st technology (PCT/KR2009/004758) which have advantages of both tapered bristle and rounded bristle by those ideal combination
- Keep tooth brush clean with suction pad on handle
- Double effect with plaque removal by rounded bristle and gap brushing between teeth & teeth by tapered bristle
- Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating
- Gum massage function with rubber bristle

Picture	Brand & Specification	Segment & Target
 	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO Sens Interdental</li> <li>• Handle: PP+ Rubber</li> <li>• Bristle: Antibacterial T&amp;R(PBT)</li> <li>• Color: handle(black) + 4 colors (pink, orange, green, blue)</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Regular</li> <li>• Softness: Soft</li> <li>• Concept: Crossed bristle</li> <li>• Target: General market</li> <li>• Function: Total care</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
<ul style="list-style-type: none"> <li>• Total care toothbrush with patented world 1st technology (PCT/KR2009/004758) which have advantages of both tapered bristle and rounded bristle by those ideal combination</li> <li>• Double effect with plaque removal by rounded bristle and gap brushing between teeth &amp; teeth by tapered bristle</li> <li>• Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating</li> <li>• Rubber cushion of brush head protects gums during the brushing</li> <li>• Crossed bristle helps efficient brushing and gives more freshness</li> </ul>		

Picture	Brand & Specification	Segment & Target
	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO Gio Interdental</li> <li>• Handle: PP+ Rubber</li> <li>• Bristle: Antibacterial T&amp;R(PBT)</li> <li>• Color: handle(black) + 4 colors (yellow, green, blue, pink)</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Regular</li> <li>• Softness: Soft</li> <li>• Concept: Crossed bristle</li> <li>• Target: General market</li> <li>• Function: Total care</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
<ul style="list-style-type: none"> <li>• Total care toothbrush with patented world 1st technology (PCT/KR2009/004758) which have advantages of both tapered bristle and rounded bristle by those ideal combination</li> <li>• Double effect with plaque removal by rounded bristle and gap brushing between teeth &amp; teeth by tapered bristle</li> <li>• Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating</li> <li>• Rubber cushion of brush head protects gums during the brushing</li> <li>• Crossed bristle helps efficient brushing and gives more freshness</li> </ul>		

## Picture



## Brand &amp; Specification



- Category: Toothbrush
- Name: CLIO GIO
- Handle: PP+ Rubber
- Bristle: Antibacterial tapered (PBT)
- Color: handle(black) + 4 colors (orange, green, pink, blue)

## Segment &amp; Target

- User: Adult
- Head size: Regular
- Softness: Soft
- Concept: Antibacterial
- Target: General market
- Function: Interdental cleaning

## Selling Point

- Specially processed tapered bristle is applied (thickness : under 0.01mm)
- Tapered bristle penetrates efficiently between teeth & gum and provides fresh brushing
- Superior antibacterial effect by antibacterial processed filament and antibacterial agent coating
- Rubber cushion of brush head protects gums during the brushing

Picture	Brand & Specification	Segment & Target
 	<ul style="list-style-type: none"> <li>• Category: Toothbrush</li> <li>• Name: CLIO Sensitive</li> <li>• Handle: PP+ Rubber</li> <li>• Bristle: Tapered &amp; Rounded(PBT)</li> <li>• Color: handle(white) + 3 colors (blue, pink, green, orange)</li> </ul>	<ul style="list-style-type: none"> <li>• User: Adult</li> <li>• Head size: Small</li> <li>• Softness: Soft</li> <li>• Target: General market</li> <li>• Function: Total care</li> </ul>
<h2 style="text-align: center;">Selling Point</h2>		
<ul style="list-style-type: none"> <li>• Total care toothbrush with patented world 1st technology (PCT/KR2009/004758) which have advantages of both tapered bristle and rounded bristle by those ideal combination</li> <li>• Double effect with plaque removal by rounded bristle and gap brushing between teeth &amp; teeth by tapered bristle</li> <li>• Ergonomic design with non-slip handle provides comfort brushing</li> <li>• Rubber cushion of brush head protects gums during the brushing</li> </ul>		

## Picture



## Brand & Specification

- Category : Toothbrush
- Brand Name : CLIUS TUMSAE YANGCHIEN.
- Handle : **PP + Rubber**
- Bristle : Ultra fin (PBT)

## Segment & Target

- User : ADULT
- Head size : Slim head
- \* Softness : Soft
- Target : General market
- Function: Dental care

## Selling Point

- Tumsae Yangchien means “ brushing between teeth”.
- 3mm ultra slim head : The thin head thickness gives the customers the free and sensitive toothbrushing feeling without stimulation.
- Ultra fine bristle : Specially treated ultra fine bristle gives the clean toothbrushing between teeth and gum.
- Thin slim neck : This makes the customers the methodical toothbrushing with its flexibility and resiliency.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIO Alpha solution
- **Ingredient:** Aminocaproic acid, Aluminium chlorohydroxy allantoinate, Dibasic calcium phosphate hydrate, Precipitated calcium carbonate etc.
- **Fluoride:** Free
- **Weight:** 190g
- **Carton :** 12 pcs

## Segment & Target

- **User:** Adult
- **Value :** Medium
- **Target:** General market
- **Function:** Plaque removal
- **Flavor:** Pepper & Spear Mint

## Selling Point

- This makes the teeth healthful and looks white.
- We recommend this product to people who has the below symptoms.
  - A. People who have the gum disease.
  - B. People who suffer from bad mouth smell because of coffee or cigar.
  - C. People who want to have the long-lasting freshness after toothbrushing.
- \* This enlarge the aesthetic effect and removes the plaque.



## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIO Denti-mate
- **Ingredient:** Silicon dioxide, Xylitol, Grapefruit seed extract, Sodium monofluorophosphate etc.
- **Fluoride:** 200 ppm
- **Weight:** 120 g
- **Unit :** 4 pcs
- **Carton :** 12 set

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Medium
- **Target:** General market
- **Function:** Total Care
- **Flavor:** Complex Fresh Mint

## Selling Point

- Contains grapefruit & Xylitol for preventing tooth-decay, gum disease & mouth odor.
- Silica, Dental type gently removes plaque.
- Contains qualified surfactant which is made in korea.
- Excellent ingredients, xylitol extract to reduce bad breath and grapefruit extract for antibacterial function contained.
- Long lasting refreshing feeling after using xylitol & grapefruit fragrance.
- Contains qualified surfactant which is made in korea.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIO Deep plus.
- **Ingredient:** Aminocaproic acid, Aluminium chlorohydroxy allantoinate, Dibasic calcium phosphate hydrate, Precipitated calcium carbonate etc.
- **Fluoride:** Free
- **Weight:** 140 g

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Medium
- **Target:** General market
- **Function:** Total Care
- **Flavor:** Complex fresh mint

## Selling Point

- Including the vegetable extract like camomile and grape fruit.
- Jasmine mint, pepper mint and spear mint can make the mint flavor last after toothbrushing.
- This makes the teeth strong and white and removes the plaque.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIO X-PERT  
SAFE GUARD
- **Ingredient:** Silicon dioxide, Xylitol, Grapefruit seed extract, Sodium Monofluorophospate etc.
- **Fluoride:** 100 ppm
- **Weight:** 130 g

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Medium
- **Target:** General market
- **Flavor:** Fresh Mint (Apple mint)

## Selling Point

- **Safe prescription :** No 4 harmful chemicals like trichloric acid, paraben, pigment and mineral oil.
- \* **Prevention the cavity :** Adding xylitol and mastic oil.
- **Fresh and happy toothbrushing :** Adding the natural preservative, grape fruit and the sulfation material, grene tea.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIO X-PERT  
DOUBLE ACTION.
- **Ingredient:** Aminocaproic acid, Aluminium chlorohydroxy allantoinate, Dibasic calcium phosphate hydrate, Precipitated calcium carbonate etc.
- **Fluoride:** Free
- **Weight:** 130 g

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Medium
- **Target:** General market
- **Flavor:** Lemon mint

## Selling Point

- **Double action :** Gum and cavity care.
- **Allantoin & Aminohexanoic acid :** Protection the gum which becomes weak and vulnerable.
- **Xylitol and lemon mint flavor :** Supplying the fresh feeling after toothbrushing.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIUS T CONTROL TOOTHPASTE
- **Ingredient:** Dental type silica, Sodium pyrophosphate, Sodium monofluorophosphate, Pyridoxine hydrochloride etc.
- **Fluoride:** 1,000 ppm
- **Weight:** 130 g

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Premium.
- **Target:** General market
- **Flavor:** Ice peach mint

## Selling Point

- T control means "Tartar" control.
- Prevention against gum disease, cavity,
- Keeps the teeth white and strong and escalate the aesthetic effect.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIUS G PROTECTION TOOTHPASTE
- **Ingredient:** Aminocaproic acid, Aluminium chlorohydroxy allantoinate, Dibasic calcium phosphate hydrate, Precipitated calcium carbonate etc.
- **Fluoride:** Free
- **Weight:** 130 g

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Premium.
- **Target:** General market
- **Flavor:** Fresh Mint (Apple mint)

## Selling Point

- G protection "Gum" protection.
- Protection against the gum disease, cavity and plaque removal.
- Keeps the teeth white and strong and escalate the aesthetic effect.

## Picture



## Brand & Specification

- **Category:** Toothpaste
- **Brand Name:** CLIUS B FRESH TOOTHPASTE
- **Ingredient:** Silicon dioxide,  
Sodium monofluorophosphate etc.
- \* **Fluoride:** 1,000 ppm
- **Weight:** 130 g

## Segment & Target

- **User:** Adult
- **Concept :** Total Care
- **Value:** Premium.
- **Target:** General market
- **Flavor:** Fresh Mint (Pepper mint)

## Selling Point

- B fresh means "Breath" fresh which removes the mouth smell refreshingly.
- Removes the mouth smell and prevents the cavity.
- Keeps the mouth fresh and removes the plaque.

# "Thank you"

**CLIO®**

*We do make any toothbrush beyond what you imagine !*

**CLIO CO., LTD.**

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