PORTFOLIO OF

CONCEPT FORMULAS

COSMOLAB

MADE IN BRITAIN

DEDICATED TO DENTAL CARE

WE BELIEVE THAT GREAT PRODUCTS **BEGIN WITH GREAT IDEAS**

This brochure showcases a curated selection of concept formulations, each one developed in-house by our experienced formulation team to demonstrate the breadth of innovation and manufacturing capability we offer.

These concepts are designed to inspire, giving you a tangible starting point from which we can work collaboratively to develop a product that is uniquely yours.

Whether you are looking to launch a new brand, extend an existing range or explore the latest trends in oral health, our team is ready to bring your vision to life.

DEVELOP YOUR OWN FORMULA · 6 STEPS

01

Formulation

An initial consultation to understand your vision, then a desktop formula tailored to your brief.

02

Sample production

Made in our on-site development lab, typically within 3 weeks.

03

Sample confirmation

You assess the samples. We refine and re-sample until you are completely happy.

04

Product testing

Challenge and stability testing to make sure your product is safe, effective and compliant.

05

Product registration

Your product is registered and a Product Information File created, including a CPSR.

06

Manufacture

We manufacture to your exact formulation and packaging requirements.

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41 Hydrogen Peroxide Aligner Cleaner
42 Purple Plaque Pen
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PEPPERMINT, SEA SALT + LIME TOOTHPASTE



KEY FEATURES

01

Unique premium flavour blend made with natural essential oils

02

Biomimetic hydroxyapatite to help whiten and reduce sensitivity through enamel remineralisation

03

With anti-bacterial xylitol

SPEARMINT, ROSEMARY + BLACK PEPPER TOOTHPASTE



KEY FEATURES

01

Premium natural flavour blend

02

Biomimetic hydroxyapatite to help whiten and reduce sensitivity through enamel remineralisation

03

With anti-bacterial xylitol

WILD MINT, CUCUMBER + LEMON TOOTHPASTE



KEY FEATURES

01

Premium natural flavour blend

02

Biomimetic hydroxyapatite to help whiten and reduce sensitivity through enamel remineralisation

03

With anti-bacterial xylitol

PEPPERMINT, MANDARIN OIL + BERGAMOT TOOTHPASTE



KEY FEATURES

01

Unique premium flavour blend made with natural essential oils

02

Biomimetic hydroxyapatite to help whiten and reduce sensitivity through enamel remineralisation

03

With anti-bacterial xylitol

WILD MINT, EUCALYPTUS + BASIL TOOTHPASTE



KEY FEATURES

01

Premium natural flavour blend

02

Biomimetic hydroxyapatite to help whiten and reduce sensitivity through enamel remineralisation

03

With anti-bacterial xylitol

LEMON + LIME FLAVOURED TOOTHPASTE



KEY FEATURES

01

Unique premium flavour blend made with natural essential oils

02

Biomimetic hydroxyapatite to help whiten and reduce sensitivity through enamel remineralisation

03

With anti-bacterial xylitol

STRAWBERRIES + CREAM FLAVOURED TOOTHPASTE



KEY FEATURES

01

Natural strawberries & cream flavour

02

Gentle whitening formulation

03

With pineapple whitening enzyme

PINEAPPLE + COCONUT FLAVOURED TOOTHPASTE



KEY FEATURES

01

Natural pineapple & coconut flavour

02

Gentle whitening formulation

03

With pineapple whitening enzyme

NIACINAMIDE + COLLAGEN TOOTHPASTE



KEY FEATURES

01
Anti-inflammatory

02
Gum soothing

03
Premium double mint flavour

HYALURONIC ACID + VITAMIN C TOOTHPASTE



KEY FEATURES

01 Anti-oxidant support

02 Hyaluronic hydration

03 Daily radiance care

LIQUID PLATINUM TOOTHPASTE



KEY FEATURES

01

Premium product positioning

02

Colloidal platinum provides anti-inflammatory and antioxidant properties

03

Contains biomimetic hydroxyapatite

COMPOSITE BONDING TOOTHPASTE



KEY FEATURES

01

Specially formulated for use on composite bonding

02

Helps maintain shine and prevent surface scratches

03

Designed with restorative surfaces in mind

EXTRA STRONG MINT TOOTHPASTE



KEY FEATURES

01

Extra strong mint flavour

02

With premium blend of natural essential oils

03

Natural sweetener including anti-bacterial xylitol

NATURAL EVERYDAY TOOTHPASTE



KEY FEATURES

01

With premium blend of natural essential oils and bio-surfactant foaming ingredient

02

Natural sweetener including anti-bacterial xylitol

03

Contains biomimetic hydroxyapatite

NATURAL WHITENING TOOTHPASTE



KEY FEATURES

01

Natural flavour, natural sweetener and bio-surfactant foaming ingredient

02

With biomimetic hydroxyapatite

03

Contains whitening enzymes from papaya and pineapples

DAY TIME TOOTHPASTE



KEY FEATURES

01

Invigorating morning toothpaste to start your day

02

With mint and eucalyptus

03

Contains guarana and acai

NIGHT TIME TOOTHPASTE



KEY FEATURES

01

Calming evening toothpaste to relax you at the end of your day

02

With chamomile and lavender

03

Designed to provide tooth protection overnight whilst you sleep

PRE-BIOTIC TOOTHPASTE



KEY FEATURES

01

A pre-biotic specifically designed to balance the oral microbiome

02

Tooth decay prevention and protection against dental plaque

03

Reduces bad breath

PROBIOTIC TOOTHPASTE



KEY FEATURES

01

With oral care specific probiotics

02

Protects the oral cavity from harmful bacteria and supports a balanced oral microbiome

03

Prevents dental plaque formation and promotes its removal

POST-BIOTIC TOOTHPASTE



KEY FEATURES

01

Patented post-biotics complex of pure peptides designed for people with bleeding gums

02

Natural alternative to chlorhexidine (non-staining and doesn't alter taste buds like chlorhexidine does)

03

Soothes sensitive gingiva and balances oral microbiota equilibrium

MULTI-VITAMIN TOOTHPASTE



KEY FEATURES

01

With essential vitamins

02

Supports teeth & gum care

03

Everyday oral care with added benefits

GOLD PARTICLE TOOTHPASTE & MOUTHWASH



KEY FEATURES

01

Premium toothpaste with gold particles

02

Luxury brushing experience

03

Leaves teeth clean and breath fresh

DIAMOND WHITENING TOOTHPASTE & POWDER



KEY FEATURES

01

Polishes teeth for a brighter, whiter smile

02

Formulated with oral care grade diamond powder

03

Luxury whitening experience

MATCHA + COCONUT TOOTHPASTE



KEY FEATURES

01

Antioxidant-rich matcha & coconut inspired formula

02

Smooth, fresh and refreshing flavour

03

A modern, naturally inspired brushing experience

GUARANA + CAFFEINE ENERGY TOOTHPASTE



KEY FEATURES

01

With essential vitamins

02

Supports teeth & gum care

03

Everyday oral care with added benefits

SUPERGREEN TOOTHPASTE



KEY FEATURES

01

Nutrient-rich super green formula

02

With avocado oil & spirulina

03

Naturally inspired oral care

MISWAK TOOTHPASTE



KEY FEATURES

01

With natural Miswak extract

02

Helps support healthy gums

03

Inspired by traditional oral care used for centuries

STRAWBERRY LACES FLAVOURED TOOTHPASTE



KEY FEATURES

01

Natural strawberry laces flavour

02

Contains biomimetic hydroxyapatite

03

With anti-bacterial xylitol

MARSHMALLOW FLAVOURED TOOTHPASTE



KEY FEATURES

01

Natural toasted marshmallow flavour

02

Contains biomimetic hydroxyapatite

03

With anti-bacterial xylitol

CONCEPT FORMULAS

OTHER ORAL CARE PRODUCTS

Mouthwash, sprays, tablets, mints, masks and more, to extend a range beyond toothpaste.

34 Fresh Breath Mouthwash & Breath Spray

35 Tongue Cleaning Paste

36 Probiotic Toothpaste Tablets

37 Probiotic Mouthwash Tablets

38 Dental Vitamins

39 Hydroxyapatite Mints

40 Tooth Sensitivity Mask

41 Hydrogen Peroxide Aligner Cleaner

42 Purple Plaque Pen

43 Breath Drops

FRESH BREATH MOUTHWASH & BREATH SPRAY



KEY FEATURES

01

Clinically proven formula

02

12 hours fresh breath

03

Powered by stabilised chlorine dioxide technology

TONGUE CLEANING PASTE



KEY FEATURES

01

Helps remove bacteria that cause bad breath

02

Fresh mint flavour for long-lasting freshness

03

Designed for effective tongue cleaning with a scraper or toothbrush

PROBIOTIC TOOTHPASTE TABLETS



KEY FEATURES

01

With oral care specific probiotics

02

Protects the oral cavity from harmful bacteria and supports a balanced oral microbiome

03

Plastic-free toothpaste alternative

PROBIOTIC MOUTHWASH TABLETS



KEY FEATURES

01

With oral care specific probiotics

02

Protects the oral cavity from harmful bacteria and supports a balanced oral microbiome

03

Travel-friendly and plastic-reducing format

DENTAL VITAMINS



KEY FEATURES

01

Specially selected ingredients for teeth and gums

02

Breath freshening formula

03

Neurtalises sugar acids - great for having after your breakfast

HYDROXYAPATITE MINTS



KEY FEATURES

01

Enamel-supporting hydroxyapatite formula

02

Freshens freath on the go

03

Supports enamel care between brushing

TOOTH SENSITIVITY MASK



KEY FEATURES

01

Premium paint-on sensitivity product

02

Powered by bioavailable mineral complex

03

Mirrors the natural building blocks of tooth enamel

HYDROGEN PEROXIDE ALIGNER CLEANER



KEY FEATURES

01

Hydrogen peroxide based formula

02

Helps remove stains and odours

03

Keeps aligners / trays fresh and clean

PURPLE PLAQUE PEN



KEY FEATURES

01

Reveals plaque instantly

02

Precision pen for easy application

03

Colour brushes away after cleaning

BREATH DROPS



KEY FEATURES

01

Fast-acting breath freshening formula

02

Can be formulated with various different actives

03

Great for on the go use

COSMOLAB

PRIVATE LABEL ORAL CARE MANUFACTURING

Start with a concept. Finish with your brand.

FULLY BESPOKE

Develop a concept

Start from any concept in this brochure and our R&D chemists will develop it to your brief.

FAST TO MARKET

Use a stock formula

Already tested and compliant. See our Stock Formulas brochure.

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MADE IN BRITAIN

GMP ACCREDITED

ISO ACCREDITED