

GELDIS®

ENJOY ORAL CARE

Catalogue 2025

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Discover GELDIS®



**WE MAKE MAKE
ORAL HYGIENE COOL**
BY BREAKING DOWN
THE TYPICAL BARRIERS
IN THE SECTOR



Geldis was founded with the launch of **Geldis Daily Cleanser**, the first product specifically designed for the daily hygiene of aligners, filling a gap that had existed in the market until then.

Highly **appreciated by Professionals in the sector**, it has established itself as the benchmark product for the hygiene of aligners and removable devices.

Building on this success, Geldis expanded its offering with the Oral Care Line, a range designed to make daily oral hygiene a real pleasure.

The products you see in this catalog are the result of immense teamwork, led with passion and vision by the co-founders—Alice Di Donfrancesco, Federico Tarditi and a constantly evolving team.

Mission GELDIS®



Mission

WHAT

We create products that make oral hygiene an enjoyable moment to look forward to, to be repeated several times a day.

HOW

We focus on the **user experience**, creating effective, high-performance, and enjoyable formulas, with an eye toward the environment.

WHY

We have the ambitious mission of making an activity such as oral hygiene, which is perceived as tedious, a **simple and truly enjoyable gesture**.



Our values



APPROVED BY DENTAL PROFESSIONALS

We **develop** our products with the support of thousands of **dentists and dental hygienists**.



MADE WITH LOVE

We select only the **necessary ingredients** for the product's **functionality**.



100% VEGAN

We only use **plant-based ingredients** and do not test our products on animals.



HAPPY PATIENTS

Customer experience and satisfaction are central to **product research** and development.



CREATED IN OUR LAB

In-house research and development guarantees **unique and exclusive formulations**.

Factory GELDIS®



INTERNAL FACILITY

At Geldis, the development and production departments are internalized to ensure flexibility, speed, and total control over quality.

The selected machinery is capable of efficiently handling both small batches and **large volumes**, allowing us to respond quickly to **market demands**.

This organization allows us to significantly **reduce production times**, not only for individual products, but also for entire lines.

GELDIS
DAILY CLEANSER

CON VITAMINA C
DETERGE
IGIENIZZA
SBIANCA

ALLINEATORI
ALIGNERS

PROTESI
DENTURES

BITE
RETAINERS

USAMI CON LO SPAZZOLINO GELDIS
USE WITH THE GELDIS TOOTHBRUSH

MODO D'USO versare due gocce di Geldis sul dentifricio scelto, spazzolino o
spazzolino Geldis e massaggiare sulla lingua e sui denti. Ripetere il gesto
tre volte al giorno. In caso di contatto con gli occhi risciacquare con acqua tiepida.

DE HOW TO USE pour deux drops of Geldis on your chosen toothbrush
with the Geldis toothbrush and massage gently on the tongue. Repeat the process three
times a day. In case of eye contact rinse with water. Do not swallow.

DE MODO DI EMPLEO versare due gocce di Geldis sul dentifricio scelto, spazzolino o
spazzolino Geldis e massaggiare sulla lingua e sui denti. Ripetere il gesto
tre volte al giorno. In caso di contatto con gli occhi risciacquare con acqua tiepida.

DE GEBRAUCHANLEITUNG geben sie zwei Tropfen Geldis auf den Zahnpasta
Sie reinigen möchten. Massieren Sie sie mit der Geldis Zahnbürste auf der Zunge und
den Zähnen. Wiederholen Sie dies dreimal täglich. Bei Augenkontakt gründlich mit Wasser
spülen. Nicht schlucken. Bei Unklarheiten lesen Sie die Packung.

DE MODO D'EMPLOIO versare due gocce di Geldis sul dentifricio scelto, spazzolino o
spazzolino Geldis e massaggiare sulla lingua e sui denti. Ripetere il gesto
tre volte al giorno. In caso di contatto con gli occhi risciacquare con acqua tiepida.

INGREDIENTS
Aqua (Water), sodium lauryl sulfate, cocamidopropyl betaine, sodium benzoate, sodium
glycidyl ether, glycerol, citric acid, hydroxyethylcellulose, hydroxyethylcellulose, hydroxyethylcellulose,
polyethylene glycol, polyethylene glycol, polyethylene glycol, polyethylene glycol, polyethylene glycol.

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REGISTRATO - PATENTATO

MADE IN ITALY WITH W

100ml e / 3.38 fl.oz.

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MADE IN ITALY EXCELLENCE

Italy is a leader in the cosmetics sector, known for its ability to combine **innovation, precision, and attention to details**. Internalizing production allows Geldis to control every stage of the process, ensuring high standards and enhancing the valuable know-how of **Made in Italy**. Investing in its country of origin is a fundamental strategic choice for Geldis, allowing it to showcase Made in Italy products, a recognized symbol of **quality and excellence worldwide**.





LOGISTICS

The internal logistics department at Geldis is essential for managing the distribution of products to the various sales channels **accurately and quickly**.

This direct control **ensures timely deliveries**, flexibility in quantities, and customization of the service, responding agilely to the specific needs of each partner and market.

R&D Laboratory
GELDIS[®]



FORMULATIONS

The place where the first tests are carried out on products that will later go into production. Internalization allows us to develop **exclusive and innovative formulas**, test new ingredients, and constantly improve the quality and effectiveness of our products. This internal structure allows the company to maintain a high level of flexibility, which is essential for **quickly adapting to new market demands** and the specific requests of industry professionals.

Products GELDIS®



Aligners Hygiene

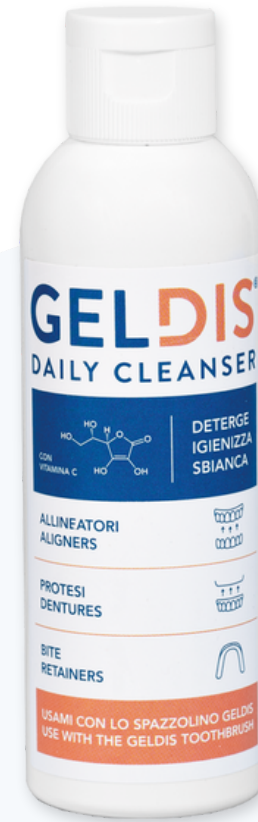
HYGIENIC CLEANING KIT FOR ALIGNERS: CLEANS, SANITIZES AND WHITENS

The perfect combination for easy removal and sanitization of the device, preventing yellowing, bacterial colonization, and unpleasant odors.

- Innovative antibacterial formula
- Tested on mucous membranes
- For all types of aligners, dentures, and mouth guards
- Vegan



Aligners Hygiene



DAILY CLEANSER

Cleansing and **sanitizing** gel for daily cleaning of aligners. **Removes unpleasant odors** and maintains transparency thanks to the presence of Vitamin C. It works during brushing and does not require soaking.



BRUSH FOR ALIGNERS

Toothbrush with special **silicone bristles**. When used with the Gel, it guarantees thorough yet gentle cleaning, **preventing yellowing** of the device caused by scratches and scuffs from unsuitable or harsh bristles.



REMOVER ANTIBACTERIAL

Tool for the **quick, hygienic, and safe removal** of aligners, without the need to insert fingers into the mouth. The hook with a rounded tip is extremely gentle on the gums.

CHLORHEXIDINE MOUTHWASH 0,12% - 0,20%: CONTINUOUS AND INTENSIVE TREATMENT

A **hygienic** and balanced formula that **counteracts the typical bitterness** of chlorhexidine and prevents the formation of dental stains thanks to its **anti-pigmentation** action.

- Intensive sanitizing and disinfecting action
- Available in 200ml or 1000ml sizes
- 2 flavors available: wild berries and sweet mint
- Vegan



Toothpaste REMINERALIZING

Formula designed to **alleviate** the problem of **dentinal sensitivity**, prevent the formation of cavities, and maintain the natural whiteness of teeth.

- **Fluoride and Hydroxyapatite** repair and protect enamel
- **Hyaluronic Acid and Aloe Vera** soothe and regenerate oral mucosa
- Available in 6 flavors
- 100 ml format
- SLS-free and dye-free
- Vegan



Oral Care

Dental Floss DOCTOR FILO

Expandable, waxed **black** dental floss that **highlights plaque** and removes it easily, preventing tartar build-up. It adapts to interdental spaces and is **extra gentle on the gums**.

- Black floss
- **Expandable and waxed** with vegetable wax
- 6 flavors available
- Length 30m
- Developed in collaboration with dental hygienists and dentists
- Spool and outer packaging 100% paper
- Vegan



INTERDENTAL BRUSH DOCTOR PICK

Easy-to-use interdental brush with **black bristles** that **highlight plaque** and remove it effectively, preventing tartar build-up.

- Black bristles
- 5 sizes available: 0.4, 0.6, 0.8, 0.9, 1.1 mm
- Does not create micro-creases during use
- **Ergonomic handle**
- Developed in collaboration with dental hygienists and dentists
- Made from **100% recycled plastic**
- 100% paper outer packaging



Communication GELDIS[®]



INTERNAL MARKETING DEPARTMENT

In a constantly evolving sector, an **effective communication strategy** managed by an internal team allows us to **clearly and directly convey** the unique benefits of our products, reaching both professionals and end consumers.

At Geldis, we choose accessible language and **useful, engaging content**.

This **sets us apart in the oral hygiene sector** and helps to promote a positive and informed user experience.



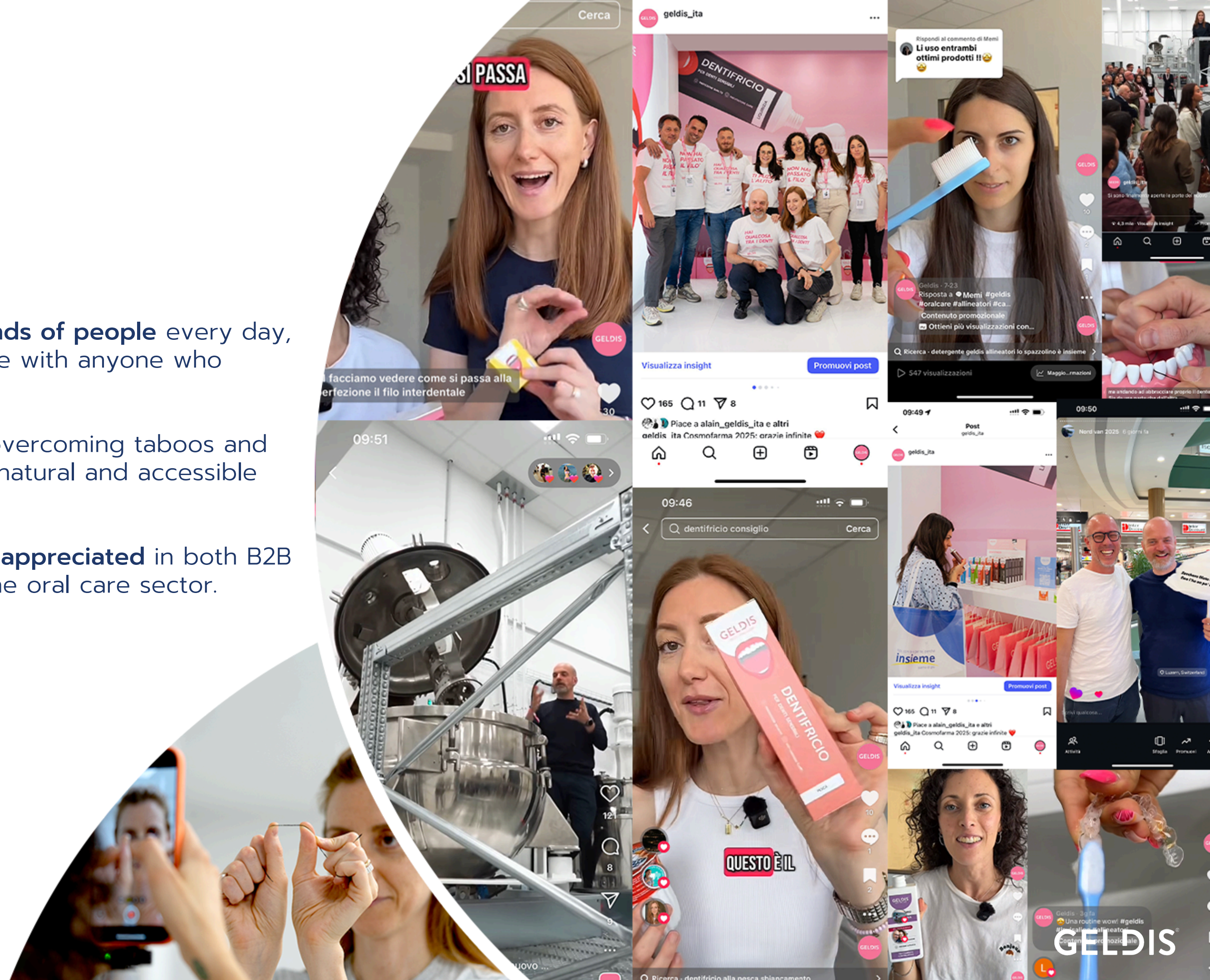
Marketing

SOCIAL MEDIA

Through social media, **we reach thousands of people** every day, creating a direct and immediate dialogue with anyone who wants to take care of their smile.

Our goal is to **demystify oral hygiene**, overcoming taboos and complicated terms, to make it a simple, natural and accessible gesture for everyone.

This **communication style** is **particularly appreciated** in both B2B and B2C contexts, as it is truly rare in the oral care sector.



TRADE FAIRS AND EVENTS

Participation in trade fairs in the dental and pharmaceutical sectors represents a **valuable opportunity** to meet professionals and partners from different fields. These occasions allow us to **consolidate our brand presence**, exchange ideas and present our products and latest innovations in a direct and engaging way.



EAN Codes

INTERDENTAL TOOTHBRUSH

0,4 mm | XXS



0,6 mm | XS



0,8 mm | S



0,9 mm | M



1,1 mm | L



DENTAL FLOSS

MINT



GREEN APPLE



BERGAMOT



CHOCOLATE



STRAWBERRY



CINNAMON



REMINERALIZING TOOTHPASTE

MINT



GREEN APPLE



PEACH



LIQUORICE



COOKIE



CINNAMON



ALIGNER HYGIENE KIT

DAILY CLEANSER



ALIGNER BRUSH



REMOVER ANTIBACTERIAL



CHLORHEXIDINE MOUTHWASH

CHLORHEXIDINE - 0,12%

WILD BERRIES



SWEET MINT



CHLORHEXIDINE - 0,20%

WILD BERRIES



SWEET MINT





A COMMON GOAL:
TO MAKE EVERYONE

“ **ENJOY ORAL CARE**