

A Favorite in France, Elgydium(R) Toothpaste Makes Entrance Into the U.S. Market

LAS VEGAS, Feb. 12 /PRNewswire/ -- For years, celebrities and socialites have flocked to France for their fine beauty products, including toothpaste. Now, however, U.S. suburbanites and urban dwellers alike have to go no further than their local drugstore to enjoy luxurious French oral care.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080212/LATU026>)

Elgydium(R), the leading toothpaste in France for more than three decades, has been available in the U.S. on a limited basis, sold only in elite boutique pharmacies where some celebrities are known to buy it by the caseload. In addition, all customers who have flown First Class on British Airways for the past 10 years have received Elgydium(R) products in their sample bags. That's all about to change, however, as SANTE active, Inc., the U.S. subsidiary of Laboratoires Pierre Fabre, France, has begun distributing Elgydium(R) to pharmacies throughout the country.

Since its launch in 1972 as an anti-plaque product, Elgydium(R) toothpaste devotees have found the taste and texture far superior to other brands on the market. Elgydium(R) Whitening toothpaste contains a ground-breaking, Micro-Pulverized Sodium Bicarbonate, which is five times smaller than traditional Sodium Bicarbonates, allowing the formula to gently penetrate even the tiniest fissures of enamel for maximum whitening effect and minimum abrasivity.

The second product in the line, Elgydium(R) Anti-Cavity toothpaste, contains a very high-grade fluoride. This product has shown in U.S. clinical trials to meet and exceed all FDA requirements for cavity protection, while still delivering the well-known taste and texture.

In addition to the great taste, both toothpastes are attractively packaged in classic apothecary style aluminum tubes, making them a striking accessory to a guest bathroom as well as for everyday use for the entire family.

"We're bringing to America one of the finest toothpastes ever created," said Darren Krein, executive vice president of SANTE active, Inc. "Elgydium(R) products combine years of research by French chemists, in addition to well-known aromaticians who worked hard to create an incredible texture and flavor."

Along with the Elgydium(R) toothpastes, four models of Elgydium(R) toothbrushes will be released to the U.S. market. These toothbrushes are recommended by dentists and oral hygienists and offer superior quality polymer bristles, rounded bristle tips for gentle non-abrasive cleaning and ergonomically designed handles for the utmost comfort. All Elgydium(R) toothbrushes also include a head cover for additional protection and hygiene (great for frequent travelers!) and are available in soft and medium bristles.

The last product in Elgydium's(R) Oral Care line is Elgydium(R) Refreshing Mouthwash, the top selling mouthwash in France and throughout Europe. The mouthwash is alcohol-free and provides a unique taste and refreshing experience superior to other mouthwashes on the U.S. market.

In addition to pharmacies, Elgydium(R) products are also available at cvs.com and amazon.com. For more information on SANTE active, Inc., Laboratoires Pierre Fabre or where to find Elgydium(R) near you, please call (800) 824-8455.

About SANTE active, Inc.

SANTE active offers a wide variety of health, beauty and personal care products that have been created, tested and perfected by leading teams of French and U.S. specialists. The U.S. headquarters is based in Henderson, NV. SANTE active began operations in November 2005. Previously, the company operated as Dolisos America, founded in Las Vegas in 1985. The parent company of SANTE active is Laboratoires Pierre Fabre, a multinational pharmaceutical and dermocosmetic company based in Castres, France.