



Mara
expert®

**YOUR HEALTH
IS OUR PASSION**

HBI
HEALTH & BEAUTY
INTERNATIONAL

**OUR MANY YEARS OF
EXPERTISE FOR GROWTH AND
CUSTOMER SATISFACTION**

**DEVELOPED IN
GERMANY!**



Patrick Hager

Family business in the dental field in 3rd generation prophylaxis

MiradentConsumables for dental practices
Practice equipment and devices

Established and known in the dental practice and pharmacy

Majority shareholder HBI
Service partner HBI



Marco Quast

Managing Partner

Over 40 years of experience with leading companies /brands such as:
Sensodyne, Parodontax, Corega, Chlorhexamed tw. Odol / Aquafresh, Dentek

Expertise in dental research, science, product development and marketing

All Products are developed with our team of Experts for research, science and Dentistry developed. We want to ensure, that the dentist can recommend products!



Interdental spaces



Teeth protection & Cleaning



Gums & Oral Mucosa



Tongue Cleaning & Care



Sleep Tight



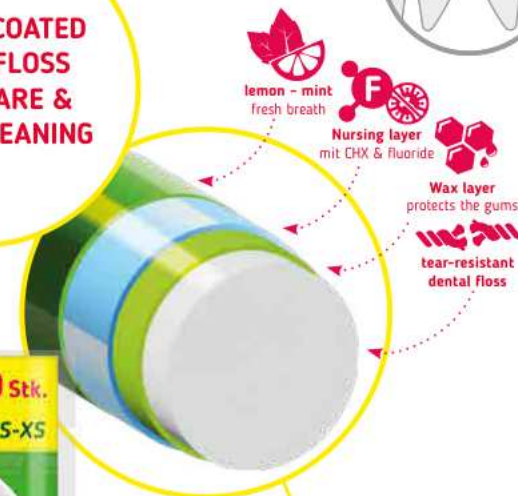
for your health





Interdental

Mara Expert floss sticks



easy handling
pleasant lemon mint taste
Plowing medical coating
LHX & Fluoride





Floss STX Ultra

with innovativ **foldable Pick** for
hard-to-reach interdental spaces

Interdental



angle at the fold



posterior interdental spaces
are now easily accessible



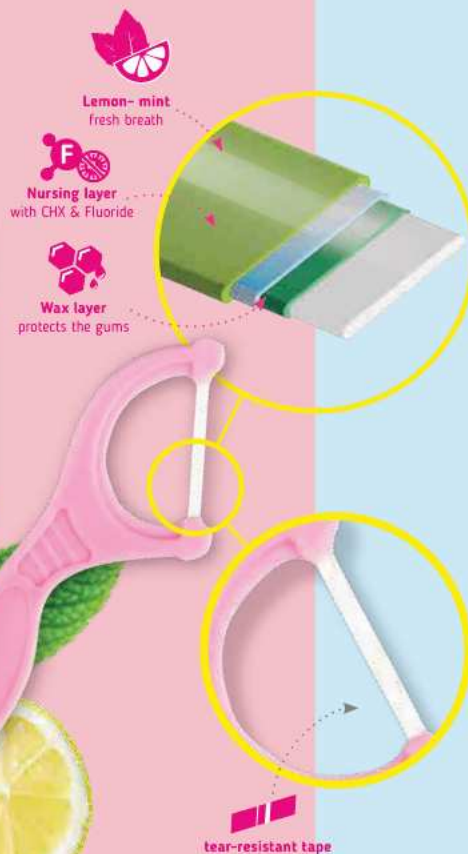
easy cleaning from difficult
accessible spaces between teeth



Mara Expert Sensitiv Flosser Sensitiv Flosser

Mara Expert Tripleclean Flosser

Interdental



X-PANDABLE FLOSS

fits perfectly into the interdental spaces



lemon-mint
fresh breath



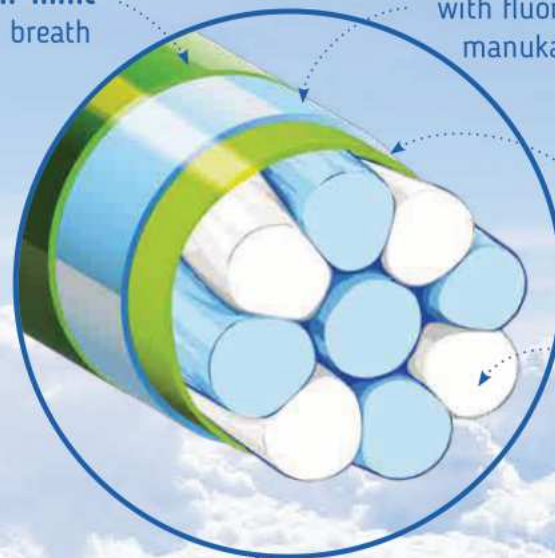
Nursing layer
with fluoride &
manuka oil



Wax layer
protects the
gums



elastic, fluffy dental floss
extra gentle



Adapts perfectly to
every interdental space
for particularly
thorough cleaning





Soft Picks Ultra

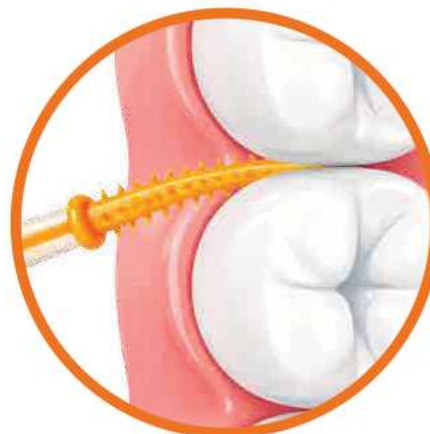
ultrasoft and flexible for particularly gentle cleaning



**Ultrasoft, flexible
Elastomer filaments**

Gentle on gums, ideal
for tight interdental spaces

Ergonomically shaped handle
for safe use even
in the molar region



- ✓ Ultra-soft and exceptionally flexible
- ✓ gentle on gums
- ✓ Effectively removes food particles and plaque
- ✓ Ideal for tight interdental spaces
- ✓ Suitable for braces, crowns, bridges, and implants



Always with you -
with a practical case





Innovation leader in interdental brushes
& unique care



Interdental



Premium brush with medical care

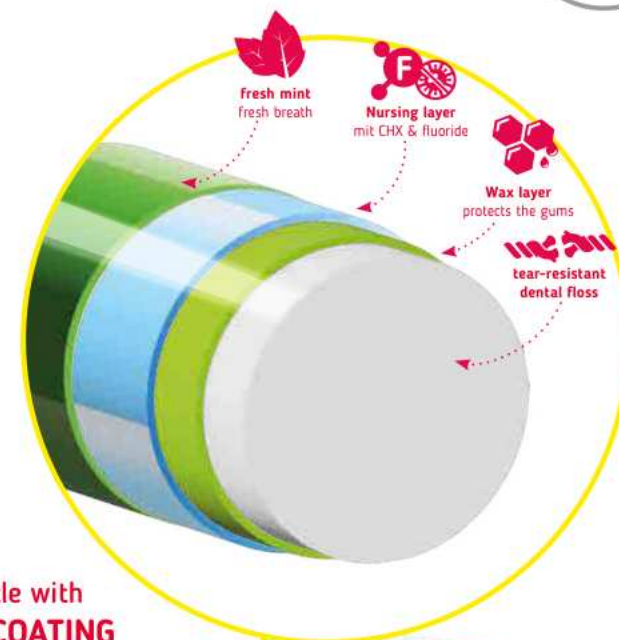


Basic Bürste mit Minzfrische

Each bristle with **MEDICAL COATING**
extra care & gentle cleaning

MEDICAL-GRADE SPECIAL WIRE
with a gentle coating
for particularly gentle cleaning

ERGONOMIC HANDLE
for easy handling





The right size is crucial for good and safe cleaning

Interdental

Interdental brushes are manufactured according to wire diameter or diameter of the brush with filaments. The corresponding dimensions for these often cause confusion.

The decisive factor is that the brush fits correctly in the space between the teeth (the so-called Passage Hole Diameter = PHD). The ISO standard was aligned to this PHD size in order to provide better orientation for users and also for the recommending dentist. ISO sizes are provided with uniform color codes by most manufacturers (e.g. ISO 0 = pink). This makes it easier to remember and repurchase its size.



Efficient cleaning performance over the entire depth due to cylindrical bristle cut



ISO-Size	0	1	2	3	4	5
PHD <i>in mm</i>	≤0,6	0,7 - 0,8	0,9 - 1,0	1,1 - 1,2	1,3 - 1,5	1,6 - 1,8
Wire <i>in mm</i> - Ø	0,4	0,45	0,5	0,6	0,7	0,8



Basic Interdental Brush



for every gap



Ultra X Filamente

extra bristles for ultra-gentle cleaning



Packaging is fully recyclable



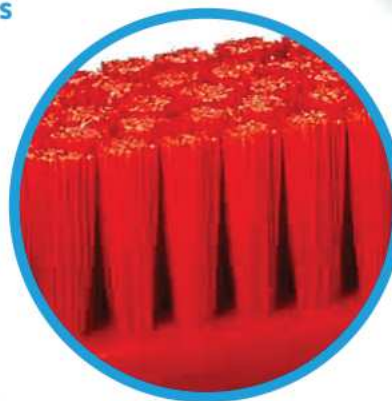
ergonomic handle

20% less plastic thanks to cutouts



- ✓ ultra-fine bristles for thorough & extra gentle cleaning
- ✓ particularly dense bristle field
- ✓ ergonomic handle with recess
- ✓ 20% less plastic
- ✓ recyclable packaging

rounded bristles



6580 ultrafine filaments

dense bristle field

Perfect Match:
futuristic Design
in 6 Trend-Colors





Protector

Protection from the daily Acid attack on our teeth

Calcium is an essential component of our teeth.

Acid attacks our teeth - PROTECTOR
forms a protective film around the teeth

Chalk consists
of calcium.

Illustration with the
vinegar-chalk test



Vinager



without
Protector



with
Protector

nur 1 x
pro Woche



Please read the
instructions carefully
before use.



Plaque Checker



fresh mint
flavour

Total Protection

- 1 marking plaque
- 2 identify plaque
- 3 remove plaque

- ✓ Shows plaque and supports good cleaning
- ✓ Protection against bacterial plaque and caries
- ✓ Strengthens tooth enamel and prevents erosion
- ✓ For pain sensitive teeth
- ✓ For naturally white teeth
- ✓ For strong and healthy gums
- ✓ Extra fresh with mint from the Himalayas

use without water

identify plaque

remove plaque
targeted



Thorough & targeted
cleaning every day

Teeth whitening with
NEO WHITE EFFEKT





Plaque Checker



**Detect plaque with Mara Expert
PlaqueChecker 2 tone tabs**

new Plaque
is displayed
brightly

old Plaque
is displayed
dark



chew



check



clean

✓ **Thorough cleaning**
for clean teeth

✓ **Danger detected**
Danger averted

✓ **established in**
dental practices





Historically and repeatedly proven

1937: Cologne dentist Dr. Focke developed a toothpaste by combining **proven plant extracts** with **mineral salt**. The positive effects of this combination of active ingredients have been confirmed in numerous studies.

1950: Successful market launch in Germany. The brand toothpaste quickly became familiar to all dentists.

2000: The brand is acquired by a major healthcare company. It grows rapidly, and formula changes are made over the years.

Mara expert: The team of experts has optimized it for you according to the latest technology.

Proven plant extracts & mineral salt



Echinacea

Wound healing & immune-boosting



Kamille

antibacterial, anti-inflammatory & analgesic



Salbei

relieves pain and strengthens gums



Myrrhe

entzündungshemmend, festigt das Gewebe



Minze

freshens breath & has an antibacterial effect



Ratanhia

firms and tightens the gums



Mineral salt

Disinfectant & Mineralizing

PAROMED

Developed in 1937
and proven many times



Mara
expert



If you liked the old Parodontax
you'll love the new Paromed

with 67%
mineral salt

PAROMED



Based on the
original formula with
6 herbs and mineral salt



Easy Strips

PAROMED



Strengthens teeth and gums with the power of nature

For strong teeth and healthy gums

Vitamin D & B12

- ✓ For strong teeth
- ✓ For healthy gums
- ✓ Instantly fresh breath



mild lemon-mint
flavour

dietary supplements with
Vitamin B12 **Vitamin D**

OxiPower

the power of active oxygen

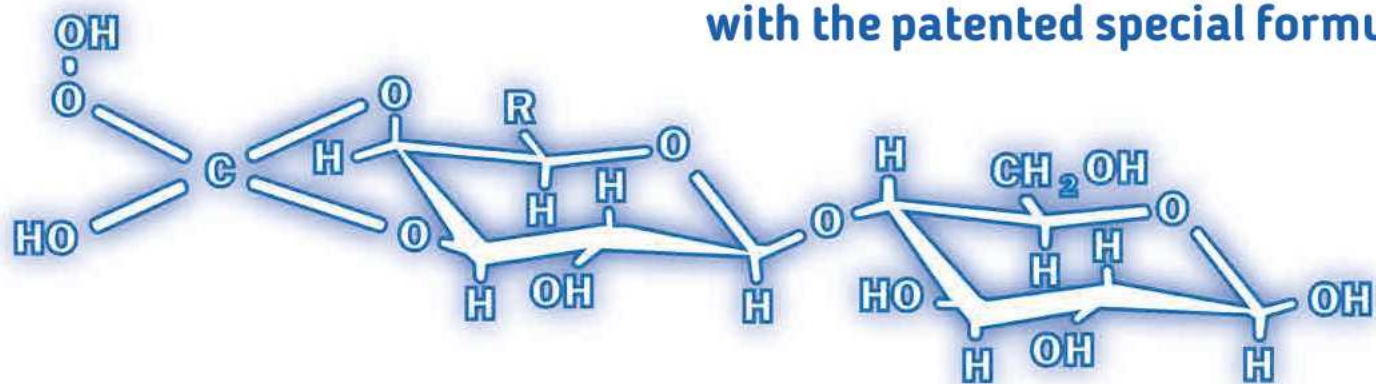
Active oxygen in combination
with sodium fluoride

- ✓ Removes food from the biofilm on the teeth for anaerobic bacteria
- ✓ Protects against cavities
- ✓ Strengthens the gums and ensures extra white teeth

Whitening

With active oxygen for
whiter & healthier teeth

- ✓ Active oxygen cleans deep down and combats discoloration and bacteria
- ✓ Protects against caries with fluoride & xylitol
- ✓ Cares for the gums with panthenol.



Mara[®]
expert

O₂XYMED

Superwhite

Patented formula with oxygen
Protects against cavities with fluoride
For daily care
& a brilliant white

450 ppm
Fluoride

Mara[®]
expert

MUND-
SPÜLUNG

Für die tägliche
Pflege

- ✓ Fluorid
- ✓ Panthenol
- ✓ Xylit
- ✓ Milde Minze

AKTIV
SAUERSTOFF
FORMEL

SUPERWHITE

Medizinische Zahncreme mit Fluorid für die
tägliche Pflege und ein strahlendes Weiß

Mara[®]
expert



FÜR STRAHLEND WEISSE ZÄHNE

Neu

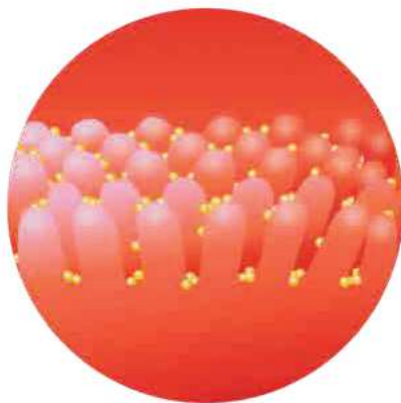
1450 ppm
Fluoride



Tongue

Tonguecare is a more important Part of oral care

dangerous and bad smelling bacteria can hide in the tongue papillae and cause bad breath & diseases



extra slim
narrow head
against gag reflex

large bristle field
for thorough cleaning

17° angle
for easier handling



Special care formula with Mint flavor for fresh breath



- ✓ Fights bad breath
- ✓ Antibacterial
- ✓ Nourishes with calendula, chamomile and sage
- ✓ Without alcohol, fluoride and titanium-dioxide



- ✓ Duo-Active - Brush & Scraper
- ✓ Flat and dense bristle field
- ✓ Anatomically adapted special angle





IMPACT OF THE FEMALE CYCLE ON ORAL HEALTH

1. MENSTRUATION (PERIOD)

LOW ESTROGEN AND PROGESTERONE LEVELS

POSSIBLE EFFECTS: MILD GUM INFLAMMATION („MENSTRUAL GINGIVITIS“), REDNESS, SWELLING, OR BLEEDING TENDENCY.

INCREASED OCCURRENCE OF CANKER SORES OR HERPES OUTBREAKS

INCREASED SENSITIVITY IN THE MOUTH

2. FOLLICULAR PHASE (AFTER MENSTRUATION - UNTIL OVULATION)

ESTROGEN INCREASES.

POTENTIAL EFFECTS: RELATIVELY STABLE ORAL HEALTH, INFLAMMATORY REACTIONS ARE LESS SEVERE.

THE ORAL MUCOSA USUALLY REGENERATES BETTER.

3. OVULATION

ESTROGEN SPIKE, INCREASE IN PROGESTERONE.

POSSIBLE EFFECTS: INCREASED BLOOD FLOW TO THE GUMS, GUMS MAY BE MORE SENSITIVE.

SLIGHT BLEEDING OF THE GUMS.

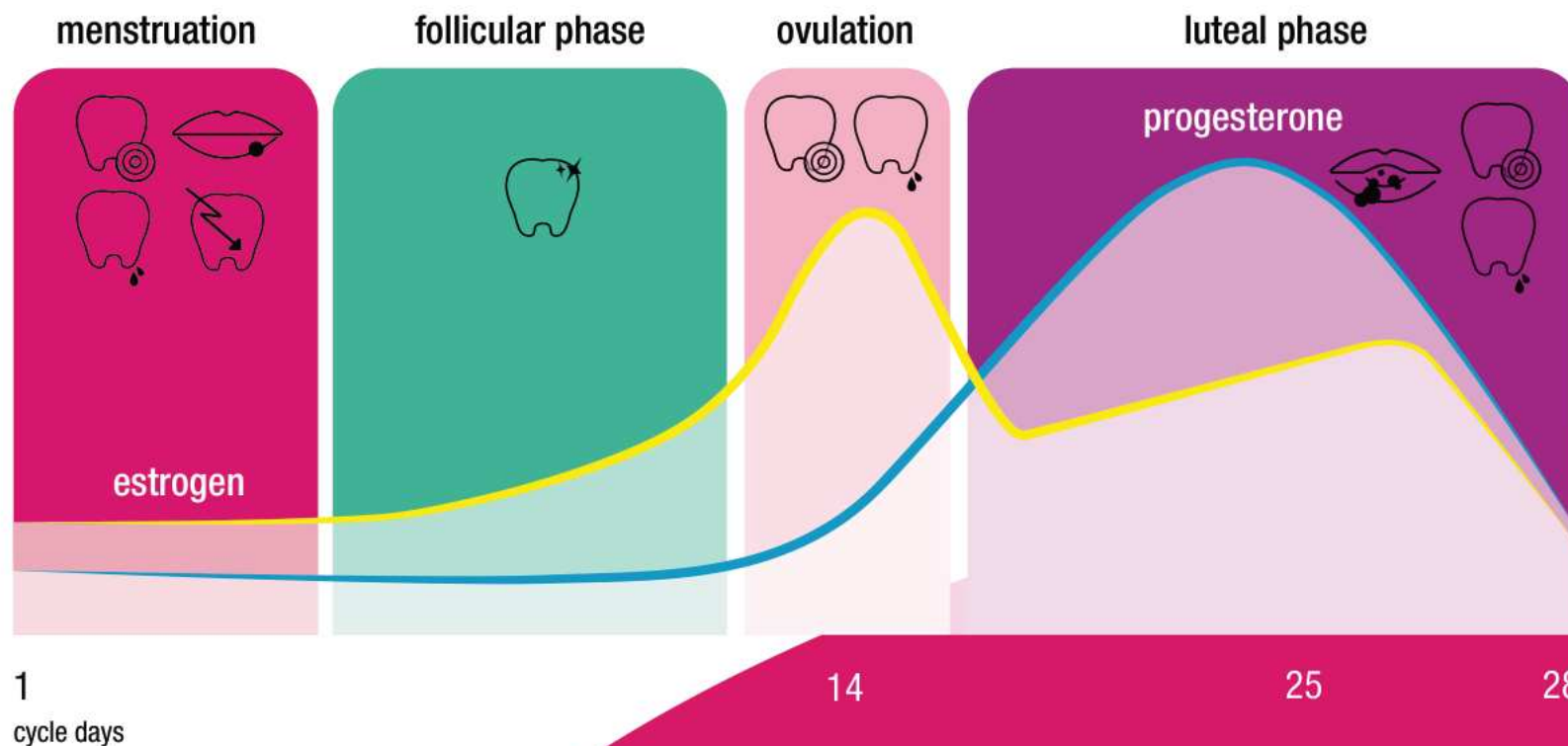
4. LUTEALPHASE (BEFORE OVULATION - AFTER MENSTRUATION)

PROGESTERONE IS HIGH.

POTENTIAL EFFECTS: INCREASED BLOOD FLOW TO THE GUMS, LOOSENED TISSUE → INCREASED SUSCEPTIBILITY TO INFLAMMATION.

TENDENCY TO BLEEDING GUMS, SWELLING, OR IRRITATION.

INCREASED TENDENCY TO BAD BREATH (DUE TO CHANGES IN SALIVA AND BACTERIAL ACTIVITY).



TOOTHPASTE SPECIFICALLY DEVELOPED FOR WOMEN

For strong and healthy teeth
regardless of the cycle

Hormonal fluctuations affect red
blood cell production.

This can lead to iron **deficiency**
and **anemia** and also **affects den-
tal health**.

FEM-MED supports **red blood cell
production** and promotes **cell re-
generation**.

✓ Supports the **formation of
red blood cells**

✓ promotes cell regeneration according to
the **autophagy principle**

✓ Strong gums and healthy teeth **inde-
pendent of hormonal fluctuations**

✓ **Spermidine** is anti-inflammatory, an-
tioxidant, and improves mitochondrial
metabolic function and respiration.



**especially
for women**

**WITH
FLUORIDE
AND
KERATIN**

✓ folic acid
✓ Xylitol

✓ Spermidine
✓ Vitamine E + B5



Mara
expert



Medicated toothpaste especially for children

In every pack:

Includes a cool temporary tattoo in every pack

Specially designed for the needs of children
ages 6-13

**+ SURPRISE
JUNIOR**



Apfel-Minz-
geschmack

MEDIZINISCHE ZAHNCREME FÜR KINDER

6-13
Jahre

Apple-Mint
flavor



AphtX

PROTECTION & CARE



particularly suitable for accompanying care for:

- ✓ Aphten
- ✓ Mucous membrane irritation after dental treatments
- ✓ Pressure points and irritations of the gums, for example Braces and dentures

easy application with applicator



special care formula

Glycerin
Hydroxyethylcellulose
Polyhexanid
Zinc Gluconat
Magnesium Lactate

moisturizing
Protects and supports healing
Antiseptic
Supports the immune system
Supports the immune system

Panthenol
Menthol
clove oil ether
White Tea Extract
Sage Extract
Vitamin E Acetat
Lactic acid

woundhealing
against bad breath and taste
Pain relieving
Adstringierend
Anti-inflammatory
woundhealing
pH value regulation



HYDROMED MOIST STRIPS

GOOD BYE DRY MOUTH

- ✓ Long-lasting relief with dry mouth
- ✓ with xylitol & hyaluronic acid
- ✓ Biotin & Vitamin B2 for a healthy oral mucosa
- ✓ immediately melts in your mouth



quick-soluble, vegan, sugar-free
practical strips, easy to use

FRESH UP!

Fresh Up! your smile Freshness - to go

- ✓ Fresh breath immediately
- ✓ quick-soluble, vegan, sugar-free
- ✓ available as strips, pearls & spray
- ✓ immediately melts in your mouth



MARKETING & SOCIALS

Mara expert

Premium Interdentalbürsten

Mit einzigartigem 3-Flanken-Design

ANTIBAKTERIELL

✓ 100% sterilisiert
✓ 100% aus Kunststoff
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

ERHÄLTICH IN 4 GRÖßEN

Von Experten in Deutschland entwickelt

www.maraexpert.de

Mara expert

MUNDGERUCH?

Zu 90% Ursache Mundgeruch ist der Mundboden

ZUNGEN-REINIGER + GEL

Das perfekte Duo gegen Mundgeruch

✓ Antibakteriell
✓ Pflege und Schutz
✓ 100% aus Kunststoff
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

Von Experten in Deutschland entwickelt

www.maraexpert.de

Mara expert

Zahnseide-Sticks

Leberöl & Hygienische Mundpflege

Lemon-Minze Fluorid Antibakteriell

✓ 100% sterilisiert
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

ERHÄLTICH IN 4 GRÖßEN

Von Experten in Deutschland entwickelt

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Mara expert

ecosmile INTERDENTAL BÜRSTEN

FÜR DEIN SCHÖNSTES LÄCHELN UND UNSERE UMWELT.

100% BIRKENHOLZ

✓ 100% sterilisiert
✓ 100% aus Holz
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

ERHÄLTICH IN 4 GRÖßEN

Von Experten in Deutschland entwickelt

www.maraexpert.de

Mara expert

ANEST VOR MUNDGERUCH?

Zungen- und Zahnpflege

ZUNGEN-REINIGER + GEL

Das perfekte Duo gegen Mundgeruch

✓ Antibakteriell
✓ Pflege und Schutz
✓ 100% aus Kunststoff
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

Von Experten in Deutschland entwickelt

www.maraexpert.de

Mara expert

ZEIGT DIR DEIN PLAQUE BEIM ZÄHNEPUTZEN

Die richtige Zahnpflege mit Plaque-Indikator

✓ 100% sterilisiert
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

ERHÄLTICH IN 4 GRÖßEN

Von Experten in Deutschland entwickelt

www.maraexpert.de

Mara expert

Zahnschmelz-Schutz

Zungenpflege

Zu 90% entsteht Mundgeruch in der Mundhöhle!

Papillen Bakterien

ohne Reinigung

mit Reinigung

So reinigst Du effektiv Deine Zunge:

1. Zungenreiniger in die Zunge stecken
2. Zungenreiniger vorsichtig über die Zunge gleiten lassen
3. Zungenreiniger aus der Zunge ziehen

Dentist offices

Online & Print Ads

Mara expert

SCHÜTZE DEINE ZÄHNE MIT FLUORID GELEE

✓ Hochkonzentriert
✓ Intensiver Kariesschutz
✓ Remineralisiert
✓ Stärkt den Zahnschmelz
✓ Behandlung überempfindlicher Zahnhälse

DER SAURETEST

Was passiert mit Zahnteil in Säure?

✓ 100% sterilisiert
✓ 100% ohne Parfüm
✓ 100% ohne Konservierungsstoffe

ERHÄLTICH IN 4 GRÖßEN

Von Experten in Deutschland entwickelt

www.maraexpert.de

ÖKO TEST

MARKETING & SOCIALS



Social Media



Fairs & Cons



MELATONIN

SLEEP TIGHT STRIPS



sleep tight - good night

- ✓ Helps you sleep faster and better
- ✓ Anti - Jetlag
- ✓ with melatonin, vitamin B6 & mild mint
- ✓ practical strips, easy to use
- ✓ Soon: also available as pearls
- ✓ quick-soluble, vegan, sugar-free



Easy Strips Snorer against throat snoring

with vitamin B2, biotin, xylitol & hyaluronic acid

- ✓ Contributes to the normalization of oral mucosa.
- ✓ Helps to normalize sagging tissue in the back of the throat.
- ✓ Contributes to the reduction of throat snoring.

Reduces
throat snoring

mild lemon-mint
flavour



The relationship savior



dietary supplements with
Vitamin B2, Biotin,
Xylitol & Hyaluronic Acid

Easy Strips Vitamin B12

For focus, energy & well-being – every day

Vitamin B12 contributes

- ✓ to normal energy metabolism.
- ✓ to the normal function of the nervous system.
- ✓ to normal psychological function.
- ✓ to the normal formation of red blood cells.
- ✓ to the normal function of the immune system.
- ✓ to the reduction of tiredness and fatigue.
- ✓ Has a function in cell division.



Mild raspberry flavour

Strengthen your immune system
and reduce fatigue with the
power of vitamin B12



dietary supplements with

150 µg
Vitamin B12

Easy Strips Vitamin B-complex

6 important B vitamins, folic acid & biotin

for hair, skin & psyche

- ✓ To maintain normal skin and hair regeneration
- ✓ To maintain normal energy metabolism
- ✓ To maintain normal nervous system function
- ✓ To reduce tiredness and fatigue

mild lemon-mint
flavour



Support for hair, skin & psyche



dietary supplements with
Vitamin B1, Vitamin B2,
Vitamin B6, Vitamin B12,
Folsäure, Biotin



Easy Strips Vitamin D3

strong muscles, strong bones & strong immune system

Supports muscle function, the immune system
and the maintenance of healthy bones

Vitamin D3 contributes

- ✓ to the normal function of the immune system
- ✓ to the maintenance of normal bones
- ✓ to the maintenance of normal muscle function
- ✓ to the maintenance of normal teeth
- ✓ to normal calcium levels in the blood
- ✓ to the normal absorption/utilization of calcium and phosphorus
- ✓ Has a function in cell division

mild Lemon-mint
flavour



dietary supplements with
800 µg
Vitamin D3



Easy Strips Men Active

to maintain testosterone levels

with zinc, selenium & vitamin B6

- ✓ Contributes to the maintenance of testosterone levels.
- ✓ Contributes to the maintenance of fertility.
- ✓ Contributes to reproductive capacity.
- ✓ Contributes to the maintenance of sperm production.
- ✓ Regulates hormonal activity

mild fennel-mint
flavor



Normalization and maintenance of testosterone levels hormonal activity and sperm production



dietary supplements with
10 mg 55 µg 1,4 mg
zinc selenium Vitamin **B6**

Easy Strips Iodine Plus

For energy metabolism & thyroid function

with iodine and selenium

- ✓ Contributes to the normalization of thyroid function.
- ✓ Contributes to the normalization of hormone production in the thyroid.
- ✓ Contributes to the normalization of hormone metabolism.

mild orange-mint
flavor



balanced hormone metabolism & healthy thyroid function



dietary supplements with
75 µg **50 µg**
iodine selenium

Easy Strips Babyfever even before pregnancy

with folic acid & zinc

- ✓ Supports normal cell division
- ✓ Contributes to the normalization of fertility
- ✓ Promotes egg maturation and ovulation



mild raspberry
flavour

normalized cell division & fertility



dietary supplements with
**400 µg
folic acid**

Easy Strips menopause

Healthy through the climacteric period

with vitamin B6 & hop blossom

- ✓ Contributes to the normalization of hormonal balance.
- ✓ For greater stability.
- ✓ For hot flashes and sleep disorders



mild raspberry
flavour

Normalized hormone balance and mental balance



dietary supplements with
**400 µg
vitamin B6**

Easy Strips

Vitamin A

protection for your eyes

with vitamin A, lutein, zeaxanthin

- ✓ Support for regeneration
- ✓ Support for retinal function
- ✓ Protection from environmental influences

mild Lemon-Mint
flavour



Protection & Support for Retina & Regeneration



dietary supplements with
**400 µg
Vitamin A**

Easy Strips

Comes in a display with a practical clip strip



EarliBird®

safe+easy

earlier testing

- ✓ 6 days earlier testing*
- ✓ results in 3 minutes
- ✓ 99 % reliable
- ✓ easy to handle



3 min.

Also available as
a double pack



*can be used up to 6 days before your missed period



EarliBird®

safe + easy

Ovulation rapid test

- ✓ hormone-based cycle control for pregnancy planning
- ✓ to determine ovulation
- ✓ Result in 3 minutes
- ✓ 99% reliable
- ✓ easy handling

5 tests
per pack



3 min.





available at:



ROSSMANN

famila



Müller



BIPA

REWE

MERKUR



amazon

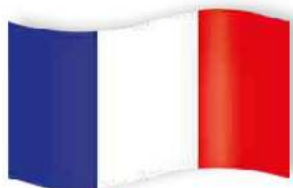
HIT

V-MARKT

Mara Expert is available in:



Germany



France



Belgium



Spain



Hungary



Italy



Kazakhstan



Croatia



Netherlands



Austria



Switzerland



Poland



Slovenia



China



Thailand