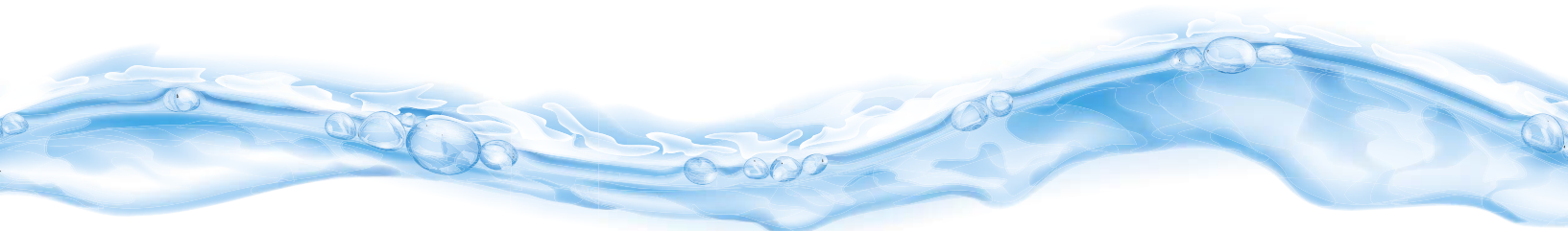


***Mizuha
Oral care
Products
Catalogue***





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About Mizuha

The Japanese company SHINYEI KAISHA, utilizing long-standing experience in developing bristles for toothbrushes, develops oral care products that apply Japanese superior manufacturing technology.

Through SHINYEI's global network, we wish to be a good partner to customers and thereby establish healthy practices in everyday life together with them.

The brand name of Mizuha represents these wishes. Mizuha is the alphabetical notation of a classic Japanese word that is used to praise good teeth.

※Remark :
“Mizuha” is the alphabetical notation of a classic Japanese word that is used to praise good teeth.

Products sold under the Mizuha brand are;



The oral care product category



Made in Japan



Safe & Secure Quality



Developed using excellent and innovative Japanese manufacturing technologies



Function and designs of products makes the customers comfortable

Wakka Series

The Wakka series are toothbrushes with the world's first black silica blended tapered filaments. It has 2 main features.

- High plaque removal rate even without toothpaste
- Tapered filaments reach periodontal pockets or interdental area



Black silica is known as a mysterious natural ore generating negative ions and far-infrared effects.

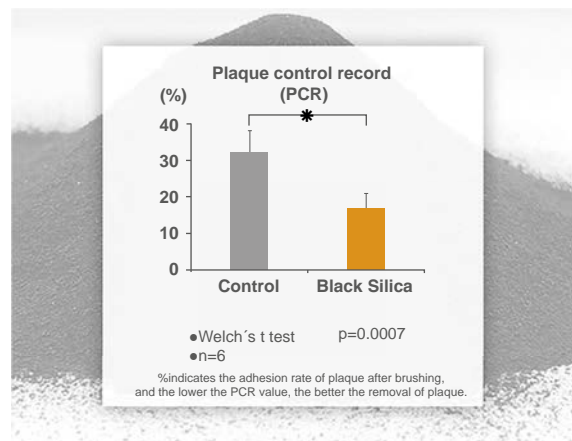
Thus, it's being widely applied to health products and it is produced only in limited area called "The Milky Way" of Kaminokuni-town, Hokkaido, Japan.

Our Japanese technology combines it with the filaments.

We are using natural black silica ore, which is directly supplied with evidence from Kaminokuni-town of Hokkaido.



Reach to periodontal pockets



Plaque removal test result



Wakka

Features

- Toothbrush for adults.
- Compact head and tapered bristles are convenient to clean interdental area, where plaque is often left.



Handle color	Pink, Blue, Black, Transparent
Handle material	PS
Bristles	Tapered
Bristles material	PBT
Package	Paper box + hanger
Carton size	W413 x H 415 x D327mm
Carton weight	9,000g
Quantity per Carton	400pcs



Wakka for kids

Features

- Cute character Kamigon from Kaminokuni-town, where black silica is found, is printed on the package.
- Small head is easy for kids to clean teeth.



Handle color	Pink, Blue, Yellow, Green
Handle material	PS
Bristles	Tapered
Bristles material	PBT
Package	Paper box + hanger
Carton size	W376 x H 401 x 320mm
Carton weight	9,000g
Quantity per Carton	400pcs





Wakka Light

Features

- Simple package and high plaque removal effective without paste are convenient for quick cleaning teeth.
- Affordable price allows all consumers to try.
- Designed box will be a promotional stand after opening.

Handle color	Pink, Blue, Black, Transparent, Green
Handle material	PS
Bristles	Tapered
Bristles material	PBT
Package	OP bag(100pcs in inner box)
Carton size	W835 x H398 x D250mm
Carton weight	12,000g
Quantity per Carton	1,000pcs



Wakka for Ortho

Features

- Compact head is convenient for patients with orthodontics to clean teeth.
- It has a groove which fits around the brace bracket and arch wire to promote effective cleaning for those wearing braces.

Handle color	Pink, Blue, Black, Transparent, Green
Handle material	PET
Bristles	Tapered
Bristles material	PBT
Package	Paper box + hanger
Carton size	W413 x H415 x D327mm
Carton weight	9,000g
Quantity per Carton	400pcs



Miswak Series

The world's first miswak toothbrush features bristles blended with miswak powder and black silica.
Miswak is a popular teeth cleaning root in the Islamic world.
Black silica ensures excellent surface protection and enhances the effectiveness of brushing.

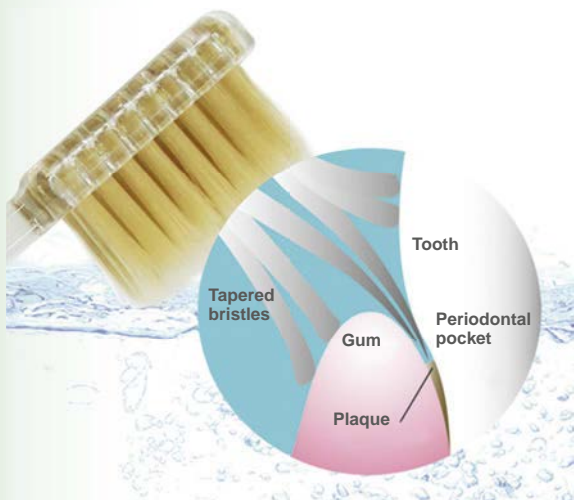


We use natural Miswak powder made by crushing genuine Miswak as a raw material.

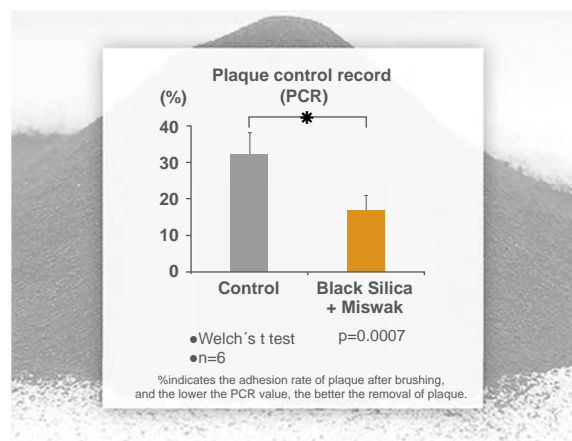
The world's first toothbrush featuring miswak and black silica powder by Japanese advanced technology.

High plaque removal is expected even though only water used.

We have confirmed that our filaments are safe through tests based on the Food Sanitation Law in Japan.



Reach to periodontal pockets



Plaque removal test result



The smart Miswak

Features

- The head is a regular size with 31 holes.
- Easy-to-grip handle.
- Uses tapered filaments to reach periodontal pockets.
- Comes in a box, with a header, ideal for placement in drug stores and supermarkets.

Handle color	Green
Handle material	PS
Bristles	Tapered
Bristles material	PBT
Package	Paper box + hanger
Carton size	413mm×327mm×415mm
Carton weight	9,000g
Quantity per Carton	400pcs



Smart Miswak

Features

- The head is a compact size with 24 holes.
- You can brush each tooth carefully.
- Uses tapered filaments to reach periodontal pockets.
- Since the outer box is a display kit, it is easy to set up.

Handle color	Green
Handle material	PS
Bristles	Tapered
Bristles material	PBT
Package	OP bag (100pcs in inner box)
Carton size	835mm×398mm×250mm
Quantity per Carton	100pcs



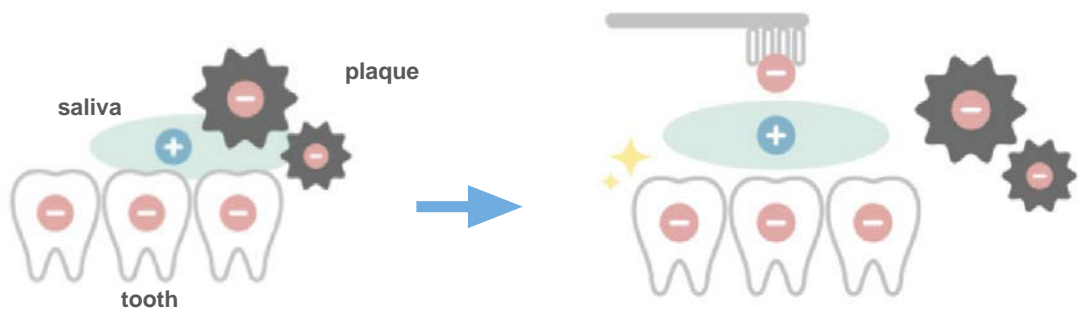
Premium IONIC MISWAK

IONIC Miswak is a special product which is developed by joint development with Ionic corporation. IONIC corporation is well-known as the leading company to produce IONIC generation toothbrush. Negative ion effectivity for removing plaque has academic proof.



It brings 4 features;

- Notice of traditional importance on daily oral care.
- Eco and economically friendly by replacing brush head.
- Negative ion generation to make very high plaque removal rate.
- Tapered bristles reach periodontal pockets.



It is said that dental plaque (usually negatively charged) is absorbed onto the surface of teeth (usually negatively charged) by the action of positive ions such as calcium in saliva.




IONIC MISWAK generates negative ions at the tip of bristles by sending a weak current from the built-in battery, and electrically loosening this bond to make it easier to remove plaque.



IONIC MISWAK

Features

- With a built-in battery, it generates negative ions to lift and polish plaque.
- The handle can be used for approximately a year.
- This product is limited to the Middle East.


	  
Handle color	White, Blue, Pink
Handle material	PP/ABS
Bristles	Tapered
Bristles material	PBT
Package	Paper box + hanger
Carton size	W395 x H500 x D290mm
Carton weight	9000g
Quantity per Carton	240pcs



IONIC Miswak Replace brush head

Features

- The brush is replaceable and the main body can be used repeatedly.
- Uses tapered filaments to reach periodontal pockets.

	
Handle color	Transparent
Handle material	PP
Bristles	Tapered
Bristles material	PBT
Package	Paper box + hanger
Carton size	W395 x H500 x D290mm
Carton weight	9000g
Quantity per Carton	240pcs



Ocean Family Series

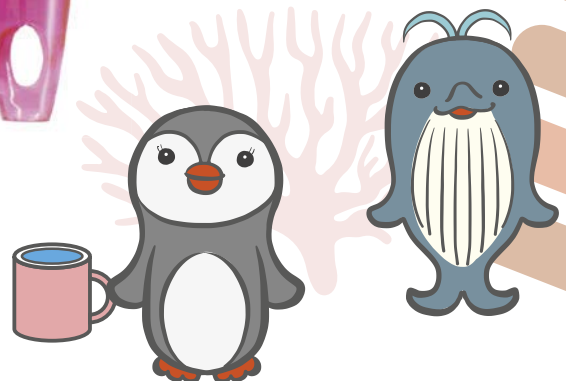
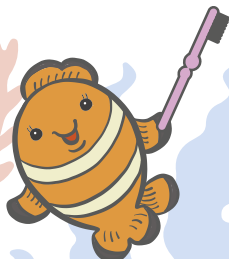
The cute & friendly Mizuha original marine life characters for children are attached onto the products of Ocean Family Series.

It will assist to promote spontaneous and fun tooth brushing for children.



It brings 3 features;

- *Reaches periodontal pockets.*
- *High plaque removal rate by black silica blended filaments.*
- *No toothpaste brushing is allowed.*
- *Handles with cute characters making it fun for children to clean teeth.*





Ocean Family

Features

- Cute handles in the shape of marines make children enjoy teeth cleaning time.
- Filaments are with black silica and it has high plaque removal even only with water.
- It is suitable for kids, who don't like the smell or taste of toothpaste to make oral-care enjoyable for life from childhood.



Character | Dolphin, Whale, Penguin, Crown fish



Handle color | Blue, Pink

Handle material | PET

Bristles | Tapered

Bristles material | PBT

Package | Paper box + hanger

Carton size | W450 x H370 x D270mm

Carton weight | 9,000g

Quantity per Carton | 400pcs



Other Oral Care Products

From Japan to all over the world SHINYEI KAISHA is sending the superior oral care products and information which leads to health promotion under Mizuha brand. It is not only own developed toothbrush, but also superior products by OEM supply and advanced information.



Products sold under the Mizuha brand should be satisfy ;

- *Under the oral care product category*
- *Made in Japan*
- *Safe*
- *Developed using excellent and innovative Japanese technologies*
- *The appropriate functions and designs that will allow people throughout the world to use them comfortably*

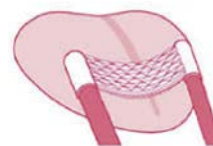
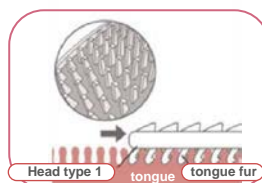


Tongue Cleaner

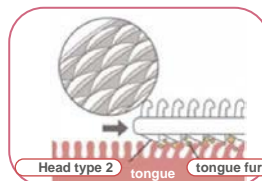
Strong points of Mizuha tongue cleaner are

- 1) Proven effects of tongue fur removal rate by Japanese Hiroshima university.
- 2) 2 Types of cleaning heads according to place of tongue (surface and side).
- 3) Head is exchangeable and economical.
- 4) All made in Japan.

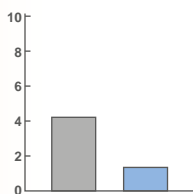
- **Head type 1**
Head with small projection is suitable for cleaning tongue fur in deep places.



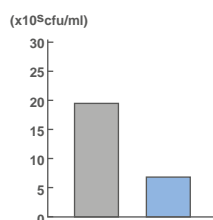
- **Head type 2**
Head with small spatulas is suitable for cleaning tongue on surface.



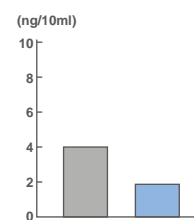
Report from Hiroshima university faculty of dentistry Advanced Prosthodontics



Adhesion amount of tongue fur



Number of bacteria in mouth



Bad breath concentration

Regular type

Features

- You can replace head of tongue cleaner which is located inside the cleaner.
- Tongue cleaner can stand by itself so it is convenient to use in bath room.



Handle color	● ●
Handle material	MBS/Elastomer
Package	Blister
Carton size	W365 x H206 x D308mm
Carton weight	2,800g
Quantity per Carton	72pcs

Simplified type

Features

- Affordable tongue cleaner.
- Head is exchangeable and economy.



Handle color	● ● ● ●
Handle material	Material PP/Elastomer
Package	OP bag
Carton size	W308 x H206 x D365mm
Carton weight	2,800g
Quantity per Carton	90pcs

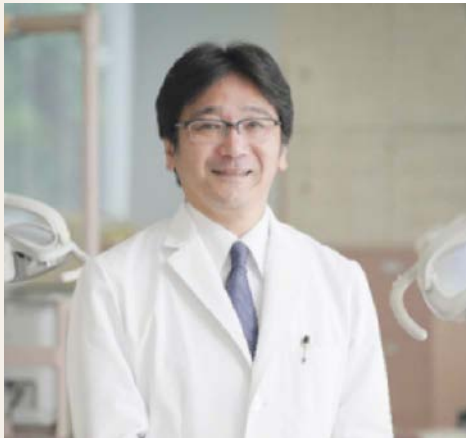


Confirmation to Mizuha safe & secure quality



● **Kanagawa Dental University**

Kanagawa dental university is one of the prestigious dental universities in Japan. We have tested some of our toothbrushes (black silica filaments) here. Valuable experience and knowledge of professors from this university are manifested in developments of new high-quality products in the field of oral care.



● **Professor Tsukinoki**

Is Vice-president of Kanagawa Dental University and professor from the division of environmental pathology department of oral science graduate school of dentistry. He conducted tests and compiled a report regarding the plaque removal rate of our black silica filaments. He is quite famous professor in dentistry in Japan and in a lot of Japanese TV or magazines.



● **Safe Japanese factory**

Our toothbrushes are produced in a quality controlled factory in Japan under strict sanitary conditions. We are particular about manufacturing in Japan to provide safe and high quality toothbrushes.

The factory, equipped with the latest tufting machines has an integrated manufacturing system. The manufacturing procedure flows on the same production lines as coloring plastic material, molding, tufting, and packing.

This way we can provide toothbrushes in a safe, secure environment an adjust to mass production.

Contact & about Shinyei

SHINYEI KAISHA, utilizing long-standing experience in developing bristles for toothbrush, develops oral care products that apply Japanese superior manufacturing technology, exports and sells them to countries around the world through SHINYEI group's global network.

We wish to be a good partner to customers and thereby establish healthy practices in ordinary everyday life together with them. The brand name, "Mizuha," presents these wishes.



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Mizuha
The new way of oral care

