

CVL

Oral hygiene & Oral healthcare

Vision

To prevent dental caries and other oral diseases

Mission

By righteous R&D- giving birth to biocompatible and sustainable fast moving consumer products

Problem

The mechanical action of brushing is the primary means of removing plaque. This is currently achieved by using a tooth paste and toothbrush, which is a norm.

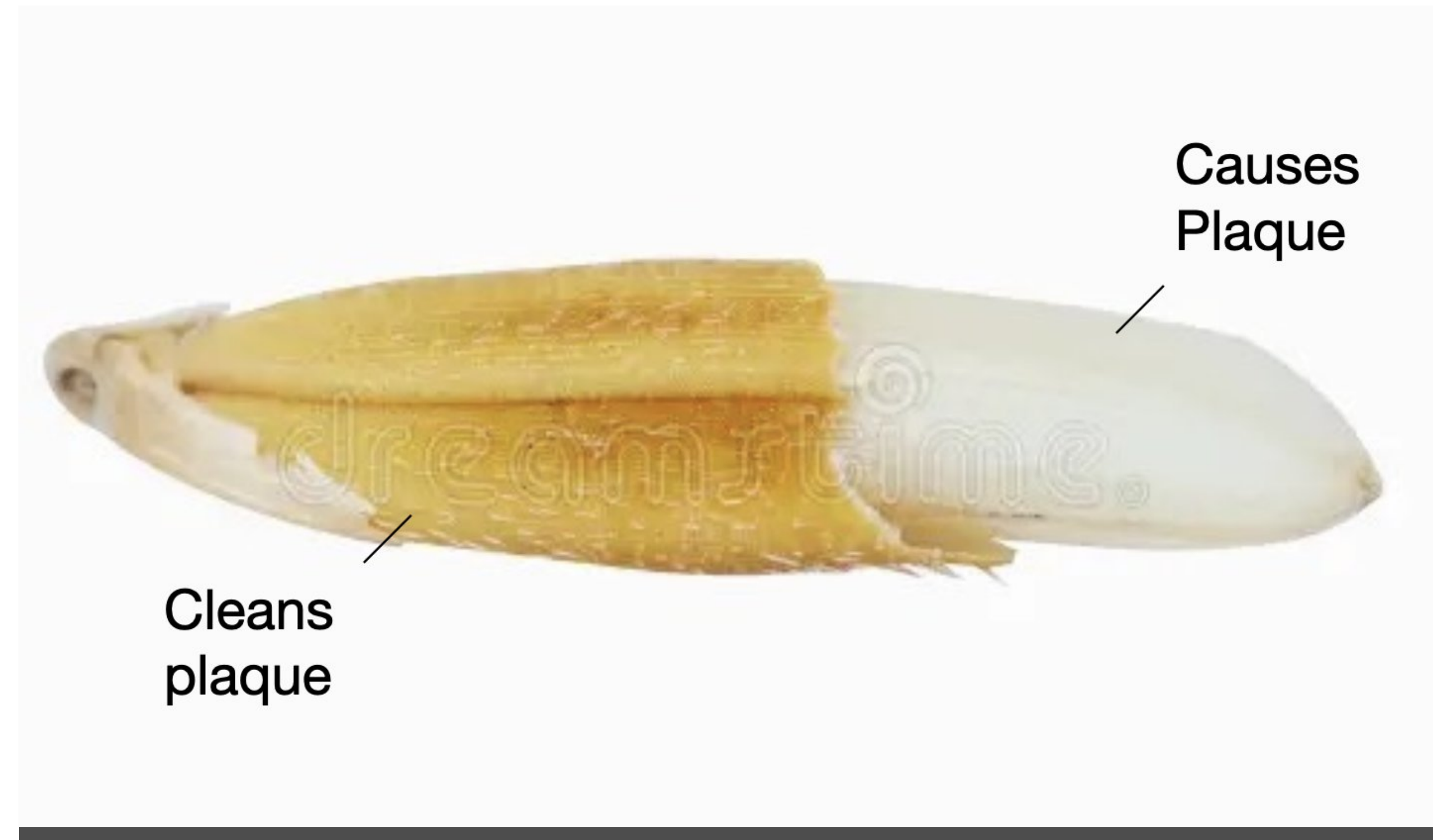
Tooth powders were the norm from the beginning of time and in order to achieve convenience- tooth paste makers converted the powder to paste, by using pharmaceutical excipients and making formulation changes. As a result, tooth paste was made bio-incompatible.

Solution

Replace the tooth paste with tooth powder, made from rice husk ash, in every household.

Rice is a staple and a major contributor for plaque production. The waste of it i.e., the husk- is converted into tooth powder.

The inconvenience of tooth powder usage is planned to be overcome by design and engineering.



A single grain of rice

Marketing



1.

1. rice husk tooth powder
2. tooth brush compatible with tooth powder (*novel*)
3. tooth powder dispenser (*novel*)



2.

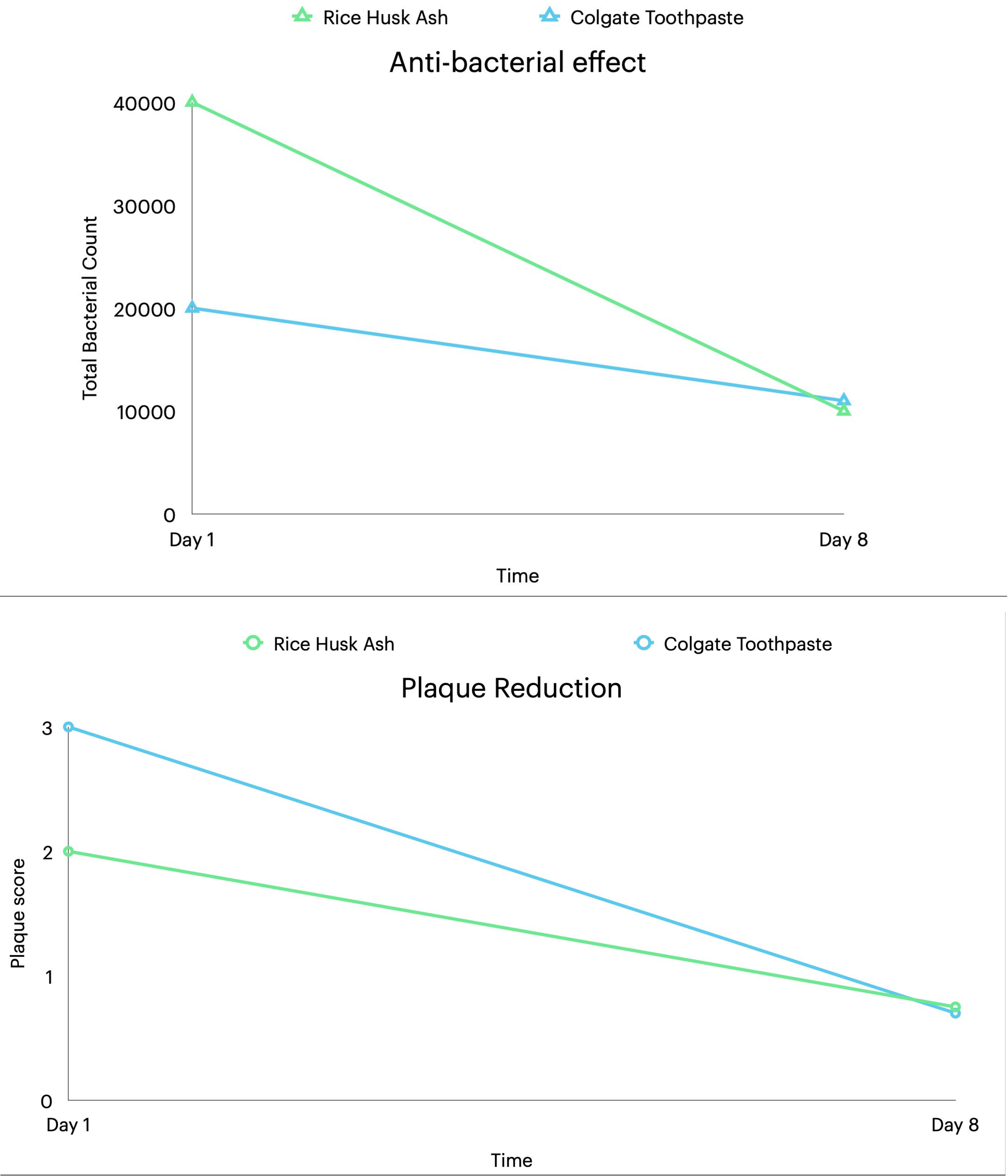
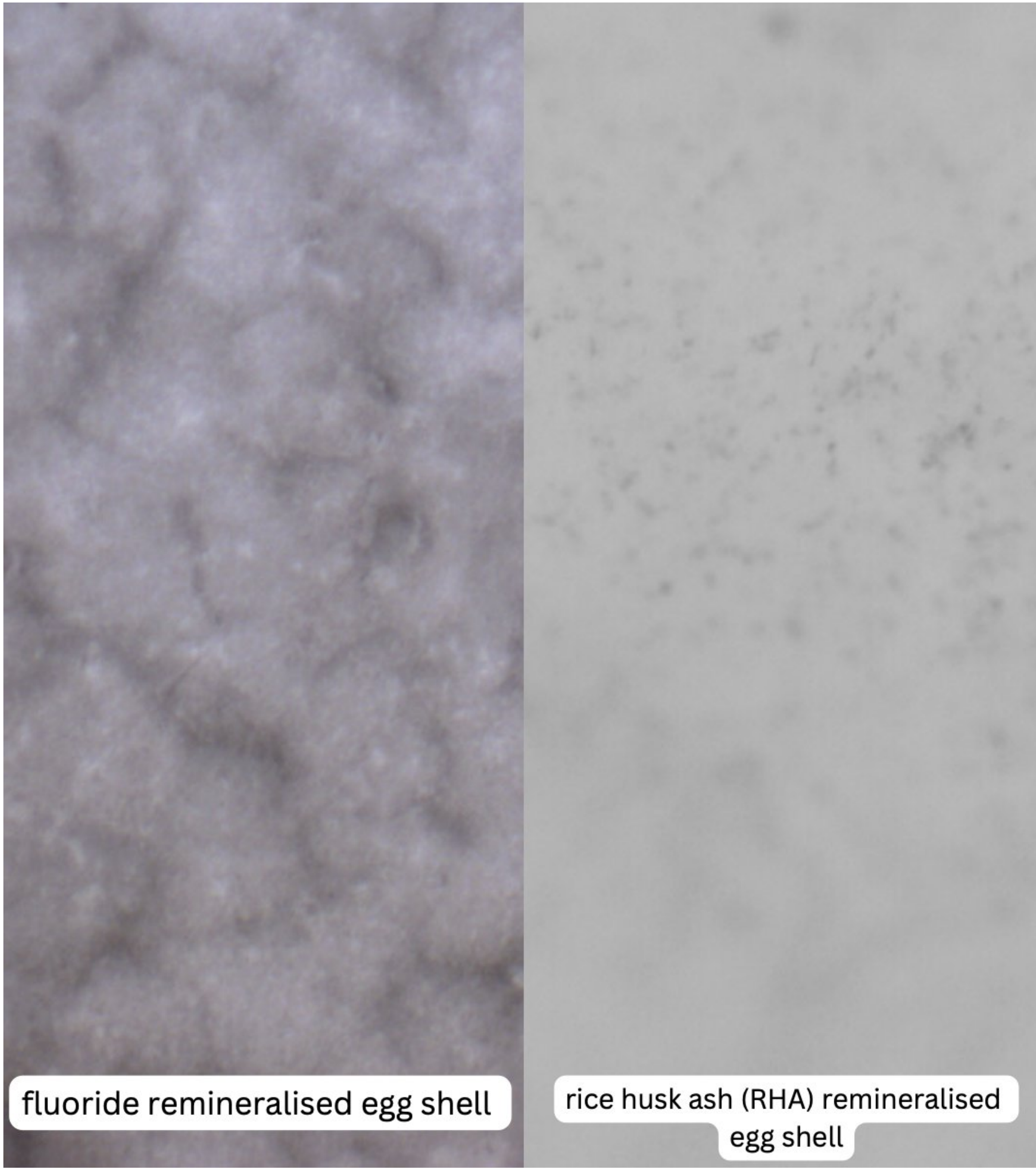


3.

Scientific evidence

An ideal dentifrice (tooth powder or paste) is supposed to produce remineralising, antibacterial and plaque removing effects. We have currently established scientific evidence for all three parameters via clinical pilot studies in JSS Dental college & Hospital, India (JSS DCH).

Additionally, research on the necessary fundamental aspects of rice husk ash were conducted in National Centre for Biological Sciences (NCBS), India.



Execution

The company's foundation is built on research and development in the field of oral hygiene and oral microbiome. It has successfully raised grants, been accelerated and established strategic allies in the last 8 years.

Currently, it intends to raise capital and build a team- in order to establish an exclusive brand for the upper class in the western part of the world, followed by the rest of the world (top -> bottom of the pyramid approach).

Current team

Chief Executive & Technical Officer (CEO & CTO)

- Ruthwik Chegu
- Pharmacist



Chief Financial Officer (CFO)

- Vinay Gujrati
- Financier



Chief Medical officer (CMO)

- Krishna Kumar
- Radiologist



Chief Product Officer (CPO)

- Venkatasubramanian
- Designer & Engineer

