



## Gummy Floss

### The Only Dental Floss for Everyone!

Flexi Floss Ltd. Website: [www.gummyfloss.com](http://www.gummyfloss.com) Email: [info@gummyfloss.com](mailto:info@gummyfloss.com)

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#### Introduction

**Over 60%** of adults and children do not floss regularly (DDPA, 2015). Both adults and children *"hate anything to do with flossing"* (Dental Health Resource, 2015). More than a quarter of Americans are dishonest with their dentist about flossing (American Academy of Periodontology, 2015).

To help people floss regularly, Flexi Floss developed **Gummy Floss™**, the world's **first medical grade silicone rubber dental floss** and also the first floss children can use safely. With a variety of colors, the options of added flavors and even coating the floss with medicine, Gummy Floss™ is the only dental hygiene solution that makes flossing easy to adhere to and suitable for both **adults and children**.

#### Challenge: Adherence to Flossing

Flossing helps by **removing food residue & plaque**. Although Proxabrushes (skinny brushes that fit between teeth), Stim-U-Dent picks and even regular toothpicks may work to remove plaque, if a person's teeth are tight, they will need to use dental floss (NPR, 2015). Flossing is also linked to overall health, e.g. gum disease is tied to heart disease and diabetes. Poor oral hygiene has an effect on intimacy and relationships (AAP, 2015). Despite all that, people do not floss. There is a global need to improve adherence to flossing.

The only dental floss for **children and adults!**



#### Gummy Floss™ - Much More than Making Flossing Fun

Gummy Floss™ is uniquely designed to overcome the challenges of common current dental flosses, making flossing **pain-free and comfortable** for children and adults alike. Gummy Floss™ is actually a **3-in-one** floss since it has three sections that are of different thickness for different areas in the teeth arch: Thick section for spaced teeth, medium section for regular teeth and thin section for crowded teeth. It has **comfort grip loops** at its ends. It also includes special filaments on the middle (medium thickness) section to allow for a sweeping mechanism and better cleaning of plaque and food residues and **massaging the gums**. The choice of **premium medical grade silicone rubber** (unlike regular silicone) ensures stretching ability, allowing for easier use that does not hurt the gums (as dental floss often does) without compromising results or oral hygiene. The colors and added flavor encourage children and adults (who are children-at-heart) to use it.

#### Go-to Market Strategy: Online Sales & Partnerships

Flexi Floss will initially **sell** its products **online** to achieve market validation. Focusing on the **USA and Europe**, Flexi Floss is building a network of **strategic partnerships** to which it will sell various packages of Gummy Floss™.

#### Investment Sought

Flexi Floss is seeking to raise **\$75,000** (as part of a larger round), mainly for molds, which would enable to begin production and online sales. The \$75,000 will be converted to shares according to the terms of the larger round but with a significant discount.

#### Company Background

Flexi Floss Ltd. was founded in 2014. With funds to date of nearly **\$150,000** (not including sweat equity), the company:

- **Fully developed** the first version of Gummy Floss.



- **Submitted patents** with the aid of the firm Dr. Yitzhak Hess & Partners.
- **Carried out a clinical study** that demonstrated Gummy Floss is as effective as a dental floss in removing food residue and plaque.
- **Began marketing** activities in the USA and Europe.

#### Team

**Mr. Amnon Engelberg, CEO**  
Experience: CEO, Eltan, an Elbit subsidiary; CEO, PEN (acquired by Elbit); VP, Elson, a U.S. specialty shops chain.

**Mr. Sergio Moskovitz, VP Biz Dev**  
Experience: President, M3 Global Tech., a Canadian corp. specializing in pharmaceuticals, medical devices and healthcare.

**Dr. Erella Pines, Inventor**  
Experience: Dentist (DDS) with many years of experience in treating adults and children.

**Mr. Joshua Wolfson, CTO**  
Experience: Owner, Wolfson Silicone, a manufacturing/R&D center for silicone solutions; QA Manager, Uresil (USA).

**Ms. Elinor Cohen, e-Marketing**  
Experience: An expert in community management, content marketing, social PR and online marketing.