



BARROS LABORATORIES

PTY LIMITED (A.B.N 85 068 407 509)

WHITE GLO HOUSE
10 NARABANG WAY, BELROSE, SYDNEY
N.S.W 2085 AUSTRALIA



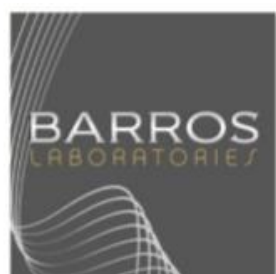
About Us And Our Best-selling brand White Glo

Barros Laboratories Pty Ltd was first established in Australia in 1993 and was the first company to introduce teeth whitening products to the Australian market through the brand White Glo.

Our partners Matts global Pty Ltd a company operates beyond the shores of Australia, promoting the products to end users of various socio-economic status, interests, age and other determining factors for purchase.

At the moment, we have our base brand in Australia but our tentacles reach countries we have agents and suppliers, our target which has been since the inception of the company is to become a global player in the industry.

We have made our background check on the oral care industry, the importance of maintaining a good oral health cannot be overemphasized. The market to receive the product is unending, but they need more reach; that is exactly what we are offering, to utilize our reach and contact to boost the sales of our products.



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From inception, Barros Laboratories have always set high goals and industry standards to achieve recognition in research and development technology.



Today, White Glo is one of the market leaders in Australia's whitening toothpaste and teeth whitening markets. The original White Glo whitening system was Australia's fastest selling whitening system – selling in excess of 1 million units.

The strong success and consumer appeal of White Glo Oral Care products can be attributed to the following philosophy and promises:



VALUE

We sincerely believe in providing the best value to consumers by including a free bonus gift with every White Glo product!



REPUTATION

The White Glo range was originally developed exclusively for actors and models and was rated most effective by a leading consumer trial.



EFFECTIVENESS

Extensive and continued R&D providing consumers with the most effective teeth whitening results as proven by the findings of a independent consumer trial.



INNOVATION

Providing consumers with world first concepts in teeth whitening technology.

Barros Laboratories Pty Ltd is a fast growing organization, Matts Global Pty Ltd has helped with their oral care products being sold in thousands of supermarkets and chemists in Australia and internationally in the United Kingdom, South Africa, Russia, Singapore, China, Hong Kong, Japan, Middle East, New Zealand, Papua New Guinea, Greece, Philippines and Cambodia.



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Rated No.1*

White Glo Professional Choice was rated most effective whitening toothpaste by an Australian Consumer Association Trial in January 2005.

High Brand Loyalty/Customer Appeal

4-out-of-5 Australian customers say they intend to purchase White Glo after sampling the White Glo Professional Choice Toothpaste. White Glo's appealing design and premium packaging material delivers high impact point of sales branding.

Superior Product Quality

White Glo manufactures the products under the strictest quality control to ensure the highest standards.

Competitive Pricing

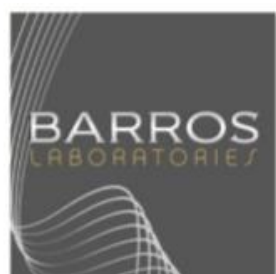
Competitive pricing allowing great margin and profits to all agents and retailers. Fantastic retail price point.

Excellent Support

White Glo offers the highest support and industry know-how to agents in order to successfully launch and grow the brand in foreign markets.

Innovative Products

White Glo brings out new product to market before competitors awarding agents with greater opportunities and higher profits.



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Exciting Brand

Introducing White Glo to your market will add an innovative & exciting brand to an often stagnant grocery category. White Glo provides the brand values customers seek in this category.

*White Glo Professional Choice was rated most effective whitening toothpaste by an Australian Consumer Association Trial in January 2005

Best Whitening Toothpaste

White Glo has become the leading teeth whitening brand in Australia and major player in the oral care category. White Glo was rated as the best teeth whitening toothpaste in an independent trial by Canstar.*

Trial Result - Most Satisfied Customers use White Glo

A leading independent consumer association conducted a major consumer trial in 2019 to rank the effectiveness of 20 different whitening toothpastes. Over 700 home testers swapped their regular toothpaste for a whitening toothpaste and recorded the whitening difference they noticed after using the product for one month.

Toothpaste Reviews

Compare toothpastes from ALDI Dentitex, Coles, Colgate, Macleans, Oral-B, Sensodyne and White Glo on factors including feel of teeth after using, effectiveness, value for money, texture, taste, packaging and overall customer satisfaction.

Rated brands	Overall satisfaction*	Teeth feel	Effectiveness	Value for Money	Texture	Taste	Packaging	More information^
White Glo*	★★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★★	Shop Online
ALDI	★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★	★★★★★	Details
Colgate	★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★	Shop Online
Oral-B	★★★★	★★★★★	★★★★★	★★★★	★★★★	★★★★	★★★★	Shop Online
Macleans	★★★★	★★★★★	★★★★	★★★★	★★★★★	★★★★★	★★★★	Details
SENSODYNE	★★★★	★★★★★	★★★★	★★★	★★★★★	★★★★	★★★★	Shop Online
coles	★★★	★★★	★★★	★★★	★★★	★★★	★★★	Details
Show Important Notes^*								

* White Glo Professional Choice was rated most satisfied customers by Canstar in 2019 <https://www.canstarblue.com.au/health-beauty/toothpaste/>



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White Glo is Endorsed by Leading Dentists

"White sparkling teeth add vitality and play a very important role in facial beautification. White and healthy teeth will improve your confidence in your smile, make you look younger, more attractive and feel happier."

Dr G V Sotiropoulos
Top Australian Whitening Dentist in Sydney
Australia endorses all of the White Glo product range.



INFORMATION DOSSIER FEW OF OUR PRODUCTS

Confidential Information below:



White Glo Activated Charcoal Deep Stain Remover Toothpaste

Authorized by:

ROBERT WONG

Print Name:

SALES DIRECTOR

Position:

Signature:

A handwritten signature in blue ink, appearing to be 'R Wong', written over a dotted line.



Company Seal:



Packaging Materials:

Product consists of a plastic (PET) tube contained within a cardboard box. The toothpaste is transported in cardboard cartons in sets of 4 dozen (48 pieces).

Description	Photograph
Packaging Front <i>(Reference only to the size, shape and appearance of the packaging. Please refer to the artwork layout in section 5.)</i>	
Packaging Side <i>(Reference only to the size, shape and appearance of the packaging. Please refer to the artwork layout in section 5.)</i>	
Packaging Back <i>(Reference only to the size, shape and appearance of the packaging. Please refer to the artwork layout in section 5.)</i>	



Toothpaste Tube Front

(Reference only to the size, shape and appearance of the packaging. Please refer to the artwork layout in section 5.)





<p>Toothpaste Tube Back</p> <p><i>(Reference only to the size, shape and appearance of the packaging. Please refer to the artwork layout in section 5.)</i></p>	
<p>Toothbrush</p>	



Transportation Carton
Top and Front

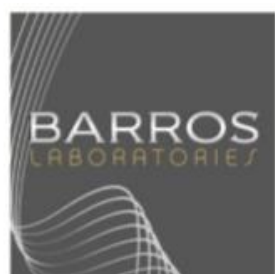


Transportation Carton
Side



Packaging Specification

Product	Pack Size	Product Packaging	Units Per Carton	Type of Carton	Weight per Carton	Carton Dimensions (cm)
White Glo Deep Stain Remover Toothpaste	150g	Plastic Tube/Cardboard box	48	Cardboard	10.8 kg	20 x 15 x 17



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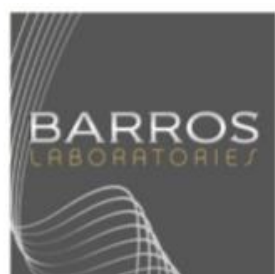
White Glo Deep Stain Remover Toothpaste
Formulation: WGW8894.1WC

INCI/Chemical Name	Conc	% Active	Active in Product	CAS No	Einecs No
Calcium Carbonate	38.5	100	38.5	471-34-1 / 1317-65-3	207-439-9
Aqua	26.19	100	25.69	7732-18-5	231-791-2
Glycerin	15	100	15	56-81-5	200-289-5
Sorbitol	10	100	10	50-70-4	200-061-5
Silica	5.5	100	5.5	7631-86-9 / 112945-52-5 / 60676-86-0	231-545-4/-/262-373-8
Aroma (Flavour)	1	100	1	MIXTURE	
Sodium Lauryl Sulphate	1	100	1	151-21-3 / 68585-47-7 / 68955-19-1 / 73296-89-6	205-788-1 / 277-362-3
Callulose Gum (Carboxymethyl Hydroxyethylcellulose)	0.8	100	0.8	9004-30-2	POLYMER
Sodium Monofluorophosphate	0.76	100	0.76	10163-15-2 / 7631-97-2	233-433-0
Chondrus Crispus (Carrageenan)	0.5	100	0.5	9000-07-1	232-524-2
CI 77891 (Titanium Dioxide)	0.5	100	0.5	13463-67-7	236-675-5
Charcoal Powder	0.5	100	0.5	7440-44-0	231-153-3
Sodium Saccharin	0.2	100	0.2	128-44-9 / 6155-57-3 OR 82385-42-0	204-886-1
Rosa Canina Fruit Oil	0.05	100	0.05	84696-47-9 / 84603-93-0	283-652-0

Reference: International Cosmetic Ingredient Dictionary Sixth Edition 1995

Editors: J.A. Wenninger, G.N. McEwen

Publisher: The Cosmetic, Toiletry, and Fragrance Association



CERTIFICATE OF ANALYSIS

Date: 16/12/2016
Product Name: White Glo Deep Stain Remover Toothpaste 150g
Date of Manufacture: 12/12/2016
Date of Analysis: 13/12/2016
Batch Number: 201612

<u>Test</u>	<u>Description</u>	<u>Results</u>
Appearance	A Thick Grey Cream	Complies
Odour	To Match Standard	Complies
Color	To Match Standard	Complies
pH @ 25 °C	7.00 -- 8.00	7.59
Specific Gravity @ 25 °C	1.20 -- 1.30	1.26
Viscosity @ 25 °C	> 3,120,000 cps	3,580,000
Fluoride (%w/w)	0.0950 -- 0.100	0.966
Total Plate Count	<100 cfu per gram	<10
Yeasts and Moulds	<100 cfu per gram	<10
Staph. Spp.	Not detected in 10 grams	ND
Coliforms	Not detected in 10 grams	ND
Pseudomonas	Not detected in 10 grams	ND

All batch documents have been reviewed and the above tests have been carried out. Based on our assessment of the above this batch is released for supply.

Note: ND = not detected.



White Glo Diamond Series Whitening System

Authorized by:

ROBERT WONG

Print Name:

SALES DIRECTOR

Position:

Signature:

Company Seal:



1) Appearance or Description of Product

The product contains:

- 50 milliliters of "White Glo Diamond Series Bleaching Gel"
- 2 x application mouth tray
- 1 x 100 milliliters of White Glo Professional Choice Toothpaste

1. 50 milliliters of "White Glo Diamond Series Bleaching Gel"

Product is in a gel form, clear in colour with a smooth and runny consistency. The gel acts as the whitening components of the product.

2. 1 x application mouth tray

The application mouth tray is a plastic applicator. Please refer to photos below for more information.

3. Professional Choice Toothpaste

Product is in a paste form, white in colour with a smooth and thick consistency.

(Please see Section: 2) Packaging Materials for additional information)



2) Packaging Materials:

Product consists of a plastic (PET) bottle contained within a cardboard box. This gel solution is packaged with applicator mouth trays and toothpaste.

	Description	Photograph	Description	Photograph
White Glo Diamond Series Gel (50ml)	Bottle Front		Bottle Back	



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Applicator
Mouth
Trays (x2)





Description & Photographs

White Glo
Diamond
Series
Whitening
System

Front:



Back:

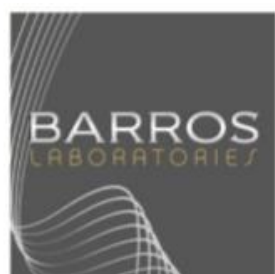


Side 1:



Side 2:





3. Formula Declaration

WHITE GLO

DIAMOND SERIES WHITENING GEL FORMULATION

STRICTLY CONFIDENTIAL

Formulation for Whitening Gel contained in the following products developed by Barros Laboratories Pty Ltd –

White Glo Diamond Series Whitening System

Formulation

Formula Number: BL007

Version Number: 1

Ingredients	Scale %w/w	Supplier	Functions
Propylene Glycol	74.7	B & J	Diluter
Glycerine	15	B & J	Humectant
Carbamide Peroxide	9.0	B & J	Whitener
Carbomer 940	0.5	B & J	Thickener
Triethanolamine	0.5	B & J	Neutralizer
Peppermint Oil	0.3	B & J	Flavor

Specifications

Appearance	A Clear Thick Gel	
Odour	To Match Standard	
Color	To Match Standard	
pH @ 25 °C	6.0000	-- 7.0000
Specific Gravity @ 25 °C	1.1050	-- 1.2500
Total Plate Count	< 100 cfu/g	

NB: For White Glo Professional Choice Whitening Toothpaste 150g formulation, refer to White Glo Professional Choice Informational Dossier.



**White Glo
Diamond
Series
Whitening
System –
(Transportation
carton)**

Front & Top:

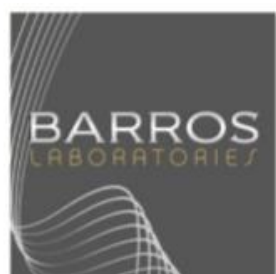


Side & Top:



4) Packaging Specification

Product	Pack Size	Product Packaging	Units Per Carton	Type of Carton	Weight per Carton	Carton Dimensions (cm)
White Glo Diamond Series Whitening System	50ml	Plastic Tube	16	Cardboard	4kg	40 x 12 x 38 (WxHxD)

**CERTIFICATE OF ANALYSIS**

Date: 24/11/2014
Product Name: White Glo DIAMOND SERIES whitening gel
Date of Manufacture: 20/11/2014
Date of Analysis: 23/11/2014
Batch Number: 01/2018 LLQ

<u>Test</u>	<u>Specification</u>	<u>Results</u>
Appearance	A clear thick gel to match standard	Complies
Odour	To Match Standard	Complies
pH @ 25 °C	4.00 -- 8.00	7.2
Specific Gravity @ 25 °C	1.03 -- 1.15	1.08
Viscosity (cps) @ 25 °C	50,000 -- 140,000	95,000
Carbamide Peroxide (%w/w)	8.5 -- 9.1	8.9

All batch documents have been reviewed and the above tests have been carried out. Based on our assessment of the above this batch is released for supply.

Note: ND = not detected.

SIMON WALKER
LABORATORY SUPERVISOR



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For Sole Agency In Your Region Contact Us Today!

White Glo products are currently achieving extremely high sales with a growth rate unmatched by other brands.

White Glo has grown to have a strong consumer base, becoming one of the leaders in the Australian marketplace. This is unprecedented success in the oral care industry. White Glo's philosophy is to give best value to customers together with innovative bonus features and the highest possible quality.

White Glo's dedication to Research and Development has resulted in the brands unrivalled acceptance at consumer and trade level both in Australia and overseas. White Glo's new products and innovative ideas are often seen as a model and yardstick for others to follow

Why White Glo Products Sell Better Than Others?

White Glo's commitment to developing the best formulations for innovative and effective products is the key driving factor for the markets fascination with White Glo. The effectiveness of our products is evidenced in the result ranking White Glo Professional Choice toothpaste as the number 1 most effective whitening toothpaste in a trial of 20 products by an Australian Consumer Association Trial in January 2005.

Free Bonus Gift With Every Product

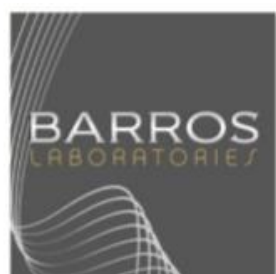
White Glo strongly believes in winning customers at point of sale. Our experience tells us this is the best marketing strategy. By offering incentives such as a free bonus gifts in every pack the consumer base will expand rapidly due to the value for money effect. Imagine a consumer standing in front of the supermarket shelf, facing dozens of different toothpastes and mouthwash products. Which one will draw his or her attention? Which one will he or she most likely buy? The answer is always the one with the new unique selling point - the one with a free bonus gift that works in conjunction with the main purchase. This offers the optimal value for money. After the initial purchase, the consumer has tried the product and appreciates it as well as the free bonus gift. They become repeat customers and then word of mouth will follow and sales takes off rapidly.

Best Quality At Very Competitive Prices

White Glo products are of the best quality which is reflected by their unique formulation and state of the art packaging. Strict manufacturing and quality control procedures are in place to ensure this. White Glo's tireless dedication in developing new products gives a Sole Agent an ongoing advantage in the marketplace as a market leader in the oral care industry.

Brilliant Advertising Ideas And Support

White Glo can support you with proven advertising material, TV clips and artwork to make your advertising planning much easier and more effective.



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Brilliant Advertising Ideas And Support

We prefer to deal with experienced and successful companies who already have a mature distribution network, servicing supermarkets, drug stores, department stores and pharmacies and have a sound trading history. Companies which are currently handling similar personal care product lines will be considered to have an advantage.

If you are interested or would like to learn more about White Glo for export/trade purposes email

whiteGlo@Mattsglobal.com.au We thank you for your interest and look forward to discussing this mutually beneficial opportunity with you.

Yours Sincerely



Matt

Director: Matts Global PTY LTD

Distributor: Barros Laboratories PTY LTD

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