

For Valued Overseas Customers

Since our foundation in 1947, we have been dedicated to developing and commercializing a variety of oral care products. Over the past eight decades, we have achieved several milestones, including the successful launch of the world's first and only product, "Tooth Manicure". This product, which revolutionized the conventional concept to new "Tooth Make-up", continues to be popular even today due to its exceptional teeth-whitening.

In addition, based on years of joint research with universities, we successfully launched a preventive dental product "Tooth Coating Agents" in 2020, and a "Tooth Mask" in 2023 that both are just applied to the teeth. We are particularly proud of the fact that the "Tooth Mask" has been proven to be 98.4% effective in inactivating the novel coronavirus.

Featured Products

"Tooth Manicure"

Teeth Whitening Cosmetics! Get whiter teeth in 10 seconds!

Hanic DC

4 colors available! Find your perfect hue!

Hanic Coat Blue Rose

High-grade product in the lineup of Tooth Manicure! Natural rose essential oil containing!

WHITE QUEEN

Top-of-the-line Tooth Manicure, 15+ hour whitening effects!

"Tooth Coating Agents"

A new genre product, which just apply to the teeth and coat the teeth!

Shimac

The world's first! By just applying it, you can prevent tooth decay and periodontal disease! The evidence obtained through 20 years of joint research with universities. By applying it to the teeth and coating the teeth, it provides long-lasting oral care.

Shimac V

The world's first! By just applying it, you can get the same preventive effect as wearing a mask. This product has been proven to be 98.4% effective in inactivating the novel coronavirus.

"Toothpaste"

HANIC CREAM HARD

The Authentic! Toothpaste for removing stubborn stains and dirt! A long-selling product for 60 years of history! Effective in removing stubborn stains such as stains from coffee, tea, and wine, and cigarette tar.

Phytoncide Toothpaste

Jointly developed with a dentist! Contain phytoncides which helps prevent bad breath and periodontal disease! Rather than masking the smells, aim to eliminate them completely!

* Phytoncides are natural volatile organic compounds that are emitted by plants and trees. Phytoncides are recognized to have deodorizing, refreshing and antibacterial effects.

"Paper Toothpaste"

- ✓ Wet sheet toothpaste, which made from 100% cotton.
- ✓ Even without water, you can clean your teeth just by wiping them.
- ✓ The product is individually wrapped, hygienic and convenient to carry.
- ✓ Can be stored for 8 years unopened.
- ✓ Perfect for travel, on airplanes, outdoors, camping, mountain climbing, disaster prevention, hospitalization, nursing care, etc.
- ✓ Available in 5 and 30 packs

OEM Services

Based on the technology and achievements over the years, we can produce your original designs and specifications on an OEM basis, mainly for toothpaste.

- ✓ The minimum order quantity is 3,000 pieces per one product.
- ✓ We will attentively consider your product concept and requests, and suggest products that meet your requirements.

Feel free to contact us if you need anything. CONTACT: customer@hanic.co.jp

Corporate Information

Corporate Overview (as of April, 2023)

Name Hanic White Lab Co., Ltd.

Address (Corporate Office)

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(Laboratory/Factory)

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Representative Kaoruko Urai, President

Established November, 1962

Message from the President

**This era is known as the 100 year time period,
Protect your precious teeth and live a healthy life with a bright smile.**

In the 1960s, we initiated research and development of tooth coating agents with the aim of achieving white and aesthetically pleasing beautiful teeth. In 1964, we succeeded in commercializing the world's first "Tooth Manicure" which could be applied to teeth to make them look whiter. Since then, we have made improvements while prioritizing safety, and obtained patents around the world for our distinctive formulation.

Numerous individuals, irrespective of their age, who were once concerned about the color of their teeth and unable to smile confidently are now grateful that "Tooth Manicure" allow them to smile without any worries and enjoy a brighter life.

Furthermore, in 2020, through years of joint research with universities, in 2020 we became the first in the world to successfully develop and commercialize a new oral care product in an unprecedented genre "Tooth Coating Agents", which are simply applied to the teeth to prevent tooth decay and periodontal disease. Moreover, in March 2023, we became the first company in the world to successfully develop and commercialize the so-called "Tooth Mask", a product for preventing infection applied to teeth that proved to

be 98.4% effective in inactivating the novel coronavirus.

We take great pride in our dedication to providing innovative oral care solutions for white, beautiful teeth and good health, we will continue to strive towards creating even more groundbreaking products in the future.



Kaoruko Urai

Kaoruko Urai, President

HISTORY

- 1947 Foundation of the company

- 1964 Launch of "Hanic" (Two-component Tooth Manicure) the world's first with the certificate by Ministry of Health and Welfare as a cosmetic product. Simultaneously, the Invention was patented in Japan, the United States, France, and Belgium.

- 1966 Launch of "Hanic" (One-component Tooth Manicure).
Launch of "HANIC CREAM" (Toothpaste).

- 2003 Commence investigation in collaboration with Nihon University School of Dentistry at Matsudo regarding the sustained-release inhibitory impacts on dental caries.

- 2004 Joint presentation at the 46th Meeting of Japanese Association for Oral Biology regarding the sustained-release inhibitory impacts on dental caries.
Join the bad-breath prevention task force of Academy of Cosmetic Oral Care.
Presentation at the 5th Meeting of Academy of Cosmetic Oral Care.

- 2009 Launch of "Hanic DC" (Tooth Manicure)

- 2013 Transfer the laboratory and factory to Chibadai Inohara Innovation Plaza.

Commence investigation in collaboration with Nihon University School of Dentistry at Matsudo regarding the prevention of tooth decay and periodontitis.

Commence investigation in collaboration with Chiba University Faculty of Pharmaceutical Sciences regarding the prevention of opportunistic infections.

Commence investigation in collaboration with Tokyo University of Pharmacy and Life Sciences School of Pharmacy regarding the inflammatory cytokine.

2015 Received the Outstanding Performance at "14th Venture-Cup CHIBA".

2017 Joint presentation with Nihon University School of Dentistry at Matsudo at the 60th Anniversary. Kyoto Meeting of Japanese Society of Periodontology regarding the Inhibitory effect on periodontal disease proliferation.

2018 Joint presentation with Tokyo University of Pharmacy and Life Sciences School of Pharmacy at the 138th Annual Meeting of the Pharmaceutical Society of Japan regarding the effects on inflammatory cytokine. Suggest to be effective against periodontal disease.

2019 Publish the research paper on the above in an academic journal, Current Topics in Pharmacology vol. 23. Launch of the world's first tooth coating agents for prevention of tooth decay and periodontitis, "Hanic Coat 829" and "Shimac", limited for medical and dental use.

2020 Launch of "Shimac" made from 100% food ingredients.

2023 Launch of "Shimac V" (Tooth Coating Agents) as called as Tooth Mask, which confirmed to inactivate 98.4% of the novel coronavirus.