



Researchers:

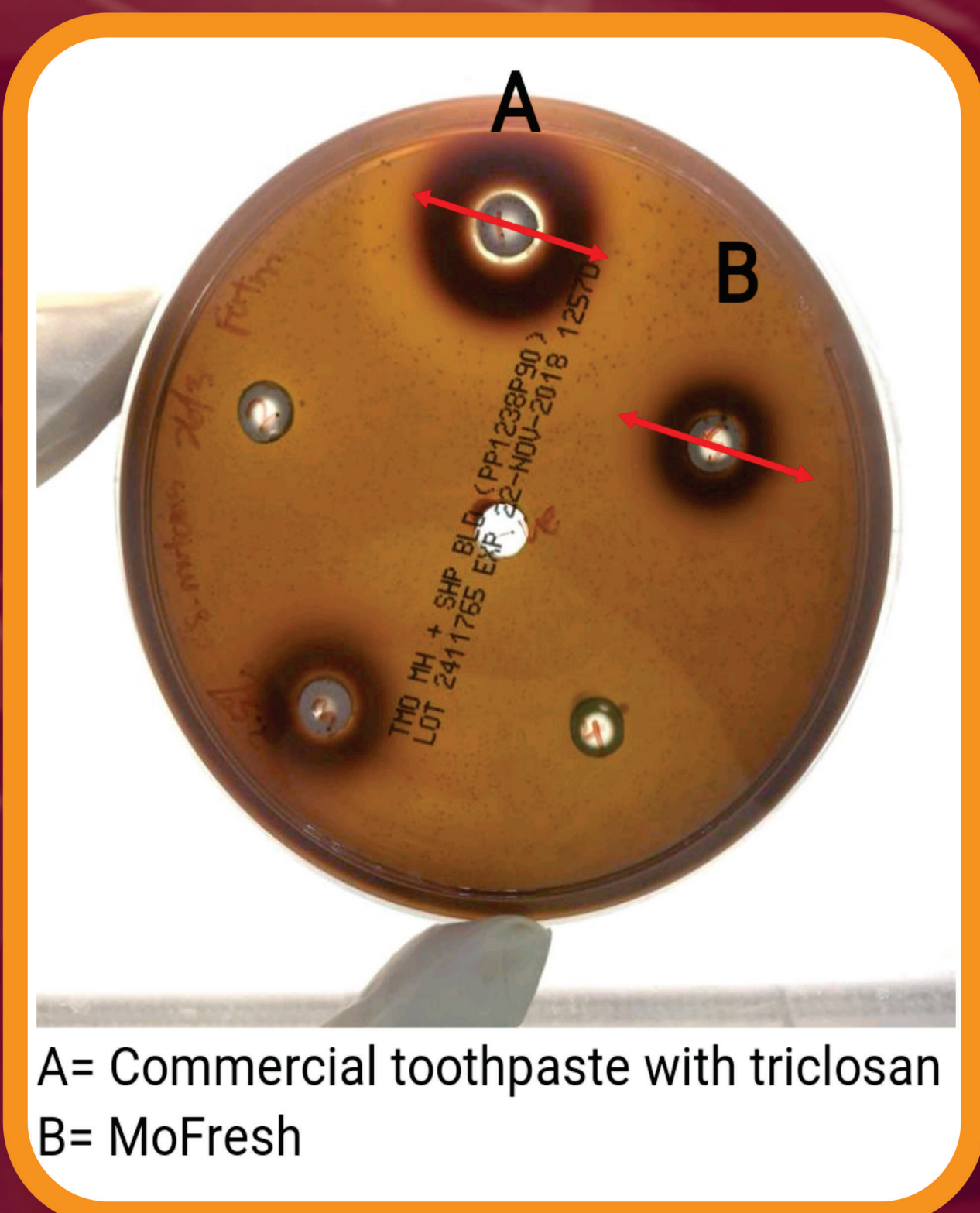
DR. TUAN NADRAH NAIM T ISMAIL @ T MANAH

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INTELLECTUAL PROPERTY:

▶ TRADE SECRET

MOFRESH



Introduction

- Most local herbal-based toothpaste in the market is fluoride-free

Problem Statement

- Fluoride at suitable concentration in toothpaste is needed to prevent tooth cavity
- Triclosan, the antibacterial agent, added in the toothpaste provides additional benefit to oral hygiene and gingival health
- Triclosan is categorized as potentially toxic to human and ecosystem

Inventiveness and Novelty

- MoFresh, our fluoride-toothpaste contains herbal-based antibacterial agent is introduced to solve these problems

Intellectual Property Status

- Trade secret for formulation has been approved. Copyright for brand name and packaging is in progress. Patent for formulation will be applied

Usefulness and Application

- MoFresh is an alternative fluoride-toothpaste with a herbal antibacterial agent which is safe for human usage and ecosystem, at an affordable price

Status of Invention

- Prototype

Commercial Potential

- Toothpaste is an essential product consumers cannot do without

Potential Partners

- AZYM SYNERGY SDN BHD

Knowledge Management (Grant/Publication/etc)

- Short term grant 304/PPSG/61313196

Impact of the Product

- MoFresh is an alternative fluoride-toothpaste containing herbal-based antibacterial agent
- The toothpaste has a potential for industrial bioeconomy contributing to Industry 4.0

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