

Our impressive history is the perfect start to a promising future.

Although you may not be familiar with the name Elevate Oral Care, our management team has built an impressive history with some of the most respected names in the industry. Their experience includes brands like *CavityShield®, *Vanish®, *Peridex®, *PerioMed®, and *ControlRx®.

Before its sale to 3M ESPE in 2006, our original company, OMNII Oral Pharmaceuticals (OOP), was one of the nation's most-admired names in preventive care. For three decades, OOP was instrumental in bringing innovative preventive care products to dental professionals and their patients.

With the formation of our new company, Elevate Oral Care, we're dedicated to elevating preventive dental care to a whole new level of performance. In the future, you can look forward to additional preventive products that are simpler to use and more effective in attaining results. It's the least you can expect from a company that got its start with a long and successful line of product innovations.

During its extensive history, OOP:

- Single-handedly catapulted the market for fluoride varnish through its unit-dosing solutions and the introduction of CavityShield® 5% NAF Fluoride Varnish.
- Introduced Vanish®, the industry-leading, tooth-colored version of fluoride varnish.
- Represented Peridex® 0.12% CHX Oral Rinse, one of the most trusted brand names in dental offices. The Peridex brand was eventually purchased by 3M ESPE.
- Was directly responsible for many firsts, including the first tooth whitener, the first stannous fluoride gels and oral rinse concentrates, and the first unit-dosed fluoride varnishes.

In addition to the collective achievements of OOP, the founders of Elevate Oral Care have equally impressive records:

- Rich Krone, co-owner of Elevate Oral Care, provided marketing direction to some of the oral health industry's leading companies, including OOP, WaterPik, and 3M ESPE.
- Steve Pardue, co-owner of Elevate Oral Care, led the U.S. marketing for the prevention line of 3M ESPE products.
- Kevin Thomas, co-owner of Elevate Oral Care, is involved in numerous dental health organizations.
- Chuck Jackson, co-owner of Elevate Oral Care, led the world-class quality and production teams of OOP and Dentsply.
- Elevate Oral Care executives are involved in many organizations focused on improving oral health for all Americans. These include the Dental Trade Alliance Foundation, Children's Dental Health Project, Healthy Smiles, Healthy Children Foundation of the American Academy of Pediatric Dentistry, and TeamSmile, a partnership between dental and sports professionals to promote oral health for children.
- Most notably, since evidence-based research forms the basis for our product line innovations, members of Elevate Oral Care leadership have either attended or been invited to virtually every oral health advocacy and research conference that has taken place over the past three decades.

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**Brands of the 3M Company*

