

blue[®]m



elevate health & well-being
through oral care

We are

blue[®]m

blue[®]m is a leading oral health company, based in The Netherlands and Brazil.
It is our mission to **elevate health & well-being through oral care.**

We empower people with revolutionary oral care products and healthy day-to-day routines. **We believe the mouth is the entry point of the digestive, respiratory and nervous system and therefore crucial for the quality and quantity of our lives.**

LIFE IS A MIRACLE

It has been known for centuries that **oxygen plays a key role in almost every step of the wound healing process.**

Dr. Peter Blijdorp, an authority in implantology has combined his experience with his knowledge, in order **to help as many people as possible with his active oxygen formula.**

In the early nineties pioneer and early innovator Dr. Peter Blijdorp started his journey.

A **young, innovative** and **ambitious** team in The Netherlands adopted his vision, and added new innovations to **create a premium niche-brand.**



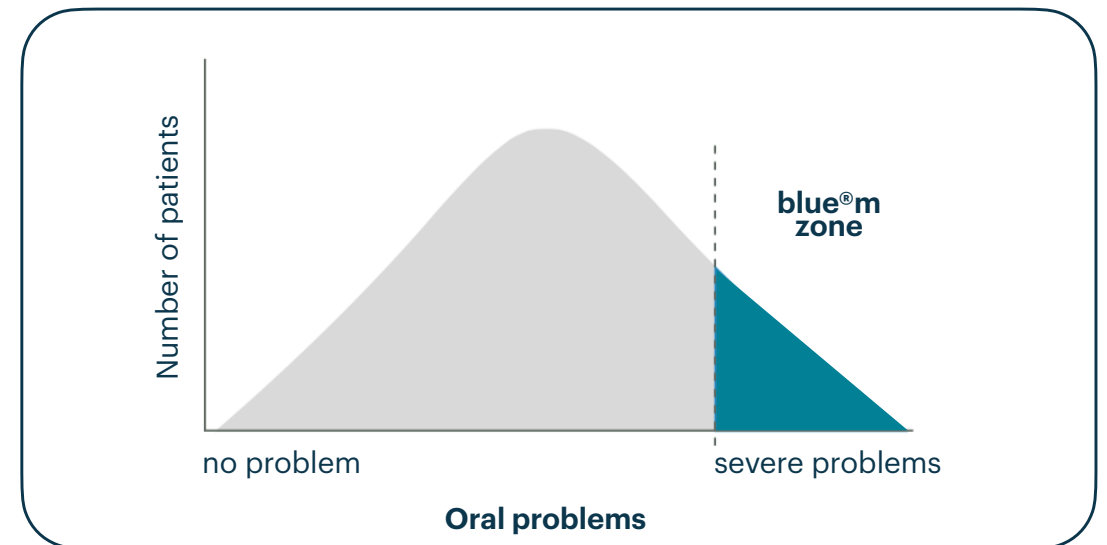
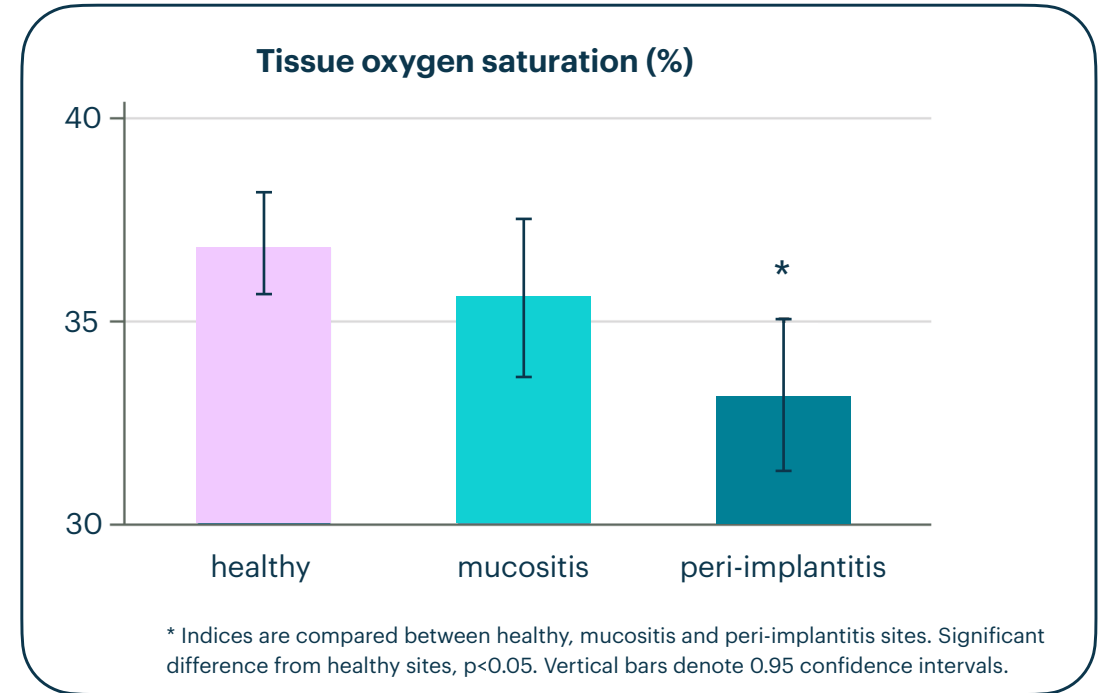
Oxygen technologie

Wound healing requires a variety of cells to increase their metabolic activity.

blue[®]m oxygen technology accelerates wound healing, implant integration and bone regeneration.

Oxygen molecules can penetrate much deeper into the biofilm than chlorhexidine molecules and therefore be more effective.

- ✓ Increased oxygen saturation, very effective in severe cases
- ✓ Safe, effective and non-invasive approach
- ✓ Same effect as Chlorhexidine, no negative side effects
- ✓ Very effective for wound healing, peri-implantitis and periodontitis
- ✓ Over 30 years of clinical experience



blue[®]m is the clinically validated oral health brand, oxygen based oral science.

Our oxygen-based products are produced in the Netherlands and available in more than 60 countries. blue[®]m is recommended by the best oral care professionals worldwide.



**Oxygen Based Oral Science –
we are committed to research.**

Every treatment, protocol or
product arises from experience.

blue[®]m is committed to research

Our research is conducted by dedicated, hands-on international professionals in close collaboration with renowned universities. But, you don't need to read all the literature to know what blue[®]m does to your body.

REVIEW ARTICLE

The Role of Oxygen in Wound Healing: A Review of the Literature

PAOLA G. RODRIGUEZ, BS, FRANCIS N. FELIX, BS, DAVID T. WOODLEY, MD, AND ELISABETH K. SHIM, MD*

REVIEW ARTICLE BJD
British Journal of Dermatology

Oxygen in acute and chronic wound healing

S. Schremi, R.M. Szeimies, L. Prantl,* S. Kamber, M. Landthaler and P. Babilas
Department of Dermatology and *Plastic Surgery, University Hospital Regensburg, 91042 Regensburg, Germany

ECRONICON OPEN ACCESS EC DENTAL SCIENCE
Case Report

Enucleation of a Cystic Lesion in Mandible Associated with Oxygen Therapy and Bone Grafting: Case Report

Jeferson Luis de Oliveira Stroparo^{1,2}, Geraldo Fernando Stroparo², Allan Fernando Giovanini¹, Flares Baratto-Filho^{3,4}, Shaban Mirco Burgoa La Forcada⁵, Marilisa Carneiro Leão Gabardo^{1*} and Tatiana Miranda Deliberador⁶

 Advances in Microbiology, 2020, 10, 194-205
<http://www.scirp.org/journal/aim>
ISSN Online: 2165-0413
ISSN Print: 2165-0402

Comparative Analysis *in Vitro* of the Application of blue[®]m Oral Gel versus Chlorhexidine on *Porphyromonas gingivalis*: A Pilot Study

Tatiana Miranda Deliberador, Suyany Gabriely Weix, Felipe Rychov, Gabriele Cordeiro, Michele Caroline Lima Ten Cate, Lucas Leonardi, João Armando Brancher, Rafaela Scarlot

Implantology

A natural approach

Anthony McGee describes his protocol for stabilising peri-implant mucositis and peri-implantitis.

 International Wound Journal International Wound Journal ISSN 1742-4801

INVITED REVIEW

Influence of oxygen on wound healing

Wai Lam Yip^{1,2}

1 School of Medicine, Cardiff University, Cardiff, UK
2 Department of Accident and Emergency, Queen Mary Hospital, Hong Kong

Timeline blue[®]m

2010

The start

Introduction first product: blue[®]m implant care toothpaste

2011

First time International Dental Show in Cologne

2012

First article healing Oxygen in leading Dutch dental journal

First roadshow, Moscow tour

2013

First blue[®]m employee

2014

First blue[®]m study published on PubMed from I.M. Sechenov
Moscow State Medical University

2015

Various new products launched

2016

2017

First Award Best product of the Year



From implant care to health brand



Scaling up the business

2018

Launch blue[®]m magazine first steps B2C
Award Mouthwash Best Product of the Year
Facebook community key opinion leaders (BICC)

2019

First global case report competition
Introduction Dental Chewing Gum
Award Oral Foam Beste Product of the Year
Roadshow India

2020

Reorganising ERP, warehouse and internal processes
Award Toothpaste nominated as Best Product of the Year
Covid-19
Award Fastest growing company in Holland
Start optimising eCommerce & data-driven marketing

2021

Team bluem 15 FTE (doubled in 1 yr)
CE Medical device class 2a & MDSAP

2022

Taking things to next level B2C
eCommerce platform
global branding



blue[®]m international events



blue[®]m international events



LIFE IS A MIRACLE

Meet

blue[®]m

Meet team blue[®]m



Peter Blijdorp
'Founding father'
Former OMS-surgeon



Johan Blijdorp
Sales Director



Fokke Jan Middendorp
Chief healthy smiles



Nathalie Beck
Managing director CEO



Joanne Bouwkamp
Finance & Operations



Marnix Hoeve
Online Marketeer



Marry Marsman
Chief Customer
Happiness



Aukje Dijkstra
International Sales
Support



Klaas-Bart Teune
Manager Operations



Anne van Zijp
Commercial Project
Manager



Patrick Scheffer
Online Marketeer



Cristel Malherbe
Marketing Coordinator



Thomas Kiekebosch
Business Analyst

There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.

- Albert Einstein

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We live as though *everything* is a miracle.

**Nature is a miracle. Breath is a miracle.
Sunrise is a miracle. Birth is a miracle.
You are a miracle.**

LIFE IS A MIRACLE



Why we do what we do?

We want to **elevate health and well-being**



How do we achieve that?

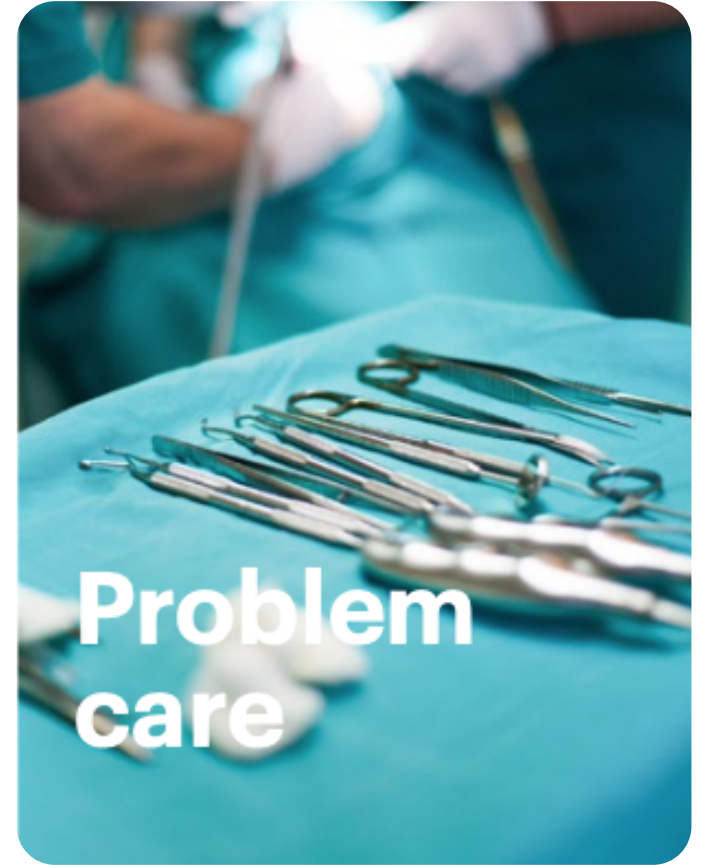
We level up **oral health**



What do we do to make it happen?

Making **revolutionary oral care products**

Meet the blue[®]m products



Meet the blue[®]m products

Daily care

Professional oral care collection for **day-to-day** life.

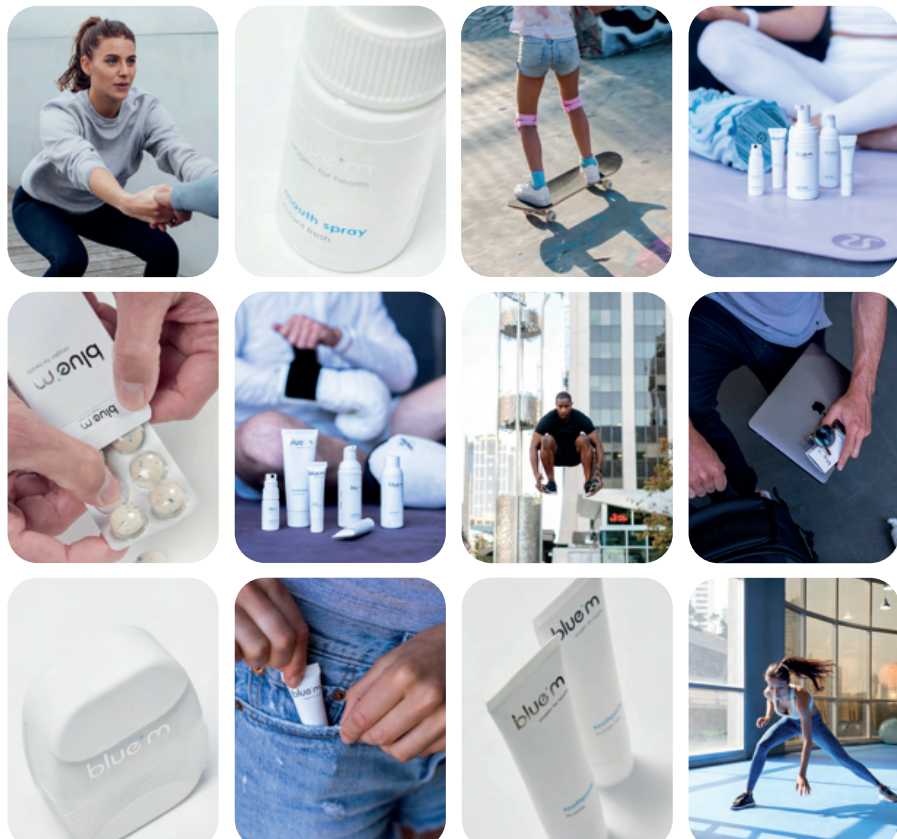


Our award-winning **oral care essentials** are developed to lift your **daily care routine**. It contributes to a natural balance in the mouth and elevates your oral health routine. From the **dental clinic** to your **daily life**.

Oral health is the window to your overall health. We help you with professional oral care essentials for daily life. With a proven track record of 10 years plus in the dental industry we have supplied dental professionals in over sixty countries with oxygen boosting oral care products (toothpaste, mouthwash, cleaning foam), precision tooling (dental tape, tongue scraper, various ultra soft toothbrushes) a special dental chewing gum and a magnificent nutrition supplement especially for teeth and bone.

Experience a whole new standard in your oral care routine.

Meet the blue[®]m products



On-the-go

Oral care for anytime, anywhere.

Should you be someone who is constantly on the move, we have just the thing for you: our award-winning 'on-the-go' collection to continue your oral routine beyond the bathroom: have your oral care set available at the office, in your car or onboard, at the gym or take it with you to your favorite holiday destination.

Meet the blue[®]m products



Problem care

When you are suffering from oral problems or experiencing pain, taking care of your oral hygiene is even more challenging. Our clinically validated oral care products have helped many recover from severe oral problems, like halitosis, inflamed gums and the more severe periodontitis. Can you imagine the relief?

Now available to help you recover.

LIFE IS A MIRACLE

Watch the blue[®]m brand story

