

# APAGARD SERENA inducted into Hall of Fame at Japan's @cosme Best Cosmetics Awards 2025

Tokyo, Japan - SANGI Co., Ltd., developer of the APAGARD natural whitening toothpaste series, is proud to announce that its stain-care toothpaste, APAGARD SERENA, has been inducted into the Hall of Fame in the "Best Oral Care" category at the @cosme Best Cosmetics Awards 2025. APAGARD SERENA was highly evaluated by users for allowing them to enjoy coffee, tea, wine, and other beverages while reducing stain buildup through daily brushing. Celebrated as a beauty item for achieving naturally whiter teeth, it received strong support across a wide range of age groups.



## Product Features:

### 1) High evaluation on social media

Both on the @cosme site and various other social media platforms, APAGARD SERENA continues to receive an outpouring of positive comments. Users praise its fine, creamy texture, refreshing Jasmine Mint flavor, and gentle brushing sensation, all contributing to a highly rated overall user experience.

### 2) Containing SANGI's Medical Hydroxyapatite and two stain-care ingredients

APAGARD was developed with the idea of "enriching teeth with the same substance that they are made of". SANGI employs its exclusive ingredient Medical Hydroxyapatite (nano<mHAP>) – the same mineral found in human teeth and bones<sup>\*1</sup> – as the active ingredient in its toothpaste. APAGARD SERENA combines this nano<mHAP> with two stain-care ingredients<sup>\*2</sup> to help reduce discoloration from daily coffee, tea, wine, and more.

The growing number of purchases, driven by word-of-mouth recommendation, reflects strong consumer support for a toothpaste that provides natural whitening through everyday brushing.

#### ■ About the "@cosme Best Cosmetics Awards"

The @cosme Best Cosmetics Awards 2025 are based on product reviews posted by @cosme members recommending the items that consumers are loving right now.

Evaluation period: November 1, 2024 – September 30, 2025.

<sup>\*1</sup> 97% of tooth enamel and 70% of dentin

<sup>\*2</sup> Sodium metaphosphate (a cleaning agent), Sodium citrate (a cleaning aid)

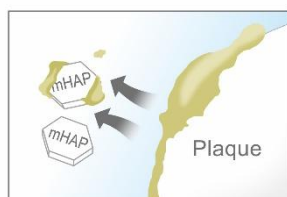


APAGARD SERENA provides stain care through daily brushing. It is ideal for those who enjoy coffee, red wine, and other beverages that often cause staining. Formulated with SANGI's remineralizing anti-carries ingredient Medical Hydroxyapatite (nano<mHAP>), together with two stain-care ingredients, APAGARD SERENA supports both oral health and effective stain removal. APAGARD helps bring out the natural whiteness and beauty of your teeth, enhancing the brightness of your smile.

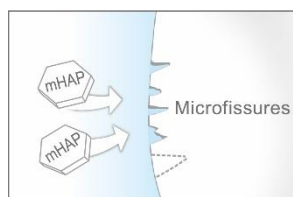
Product name	APAGARD SERENA
Type / Flavor	Stain-care type / Jasmine Mint Flavor
Size	105g / 53g
Key benefits	Effective stain care + naturally whiter teeth

**Sangi's original ingredient, nano<mHAP> clinically approved anti-carries functions**

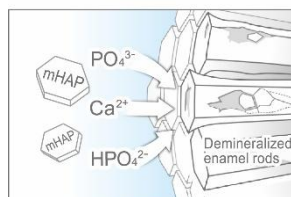
Nano<mHAP> protects against decay and makes teeth cleaner, smoother and stronger by



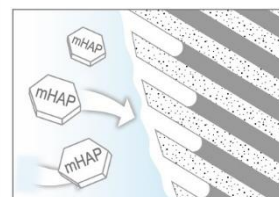
① adhering to and reducing plaque and plaque bacteria;



② filling and repairing surface microfissures;



③ remineralizing incipient caries below the enamel surface.



④ Nano<mHAP> also relieves sensitivity, by coating and filling exposed dentinal tubules.