
GLOSSARY

This glossary contains explanations of certain technical terms used in this document in connection with us and our business. Such terminology and meanings may not correspond to standard industry meanings or usages of those terms.

“abrasives”	insoluble granular materials such as silicon dioxide used in products like toothpaste to mechanically clean and polish the tooth surface by removing plaque and stains
“CAGR”	Compound Annual Growth Rate; the mean annual growth rate of an investment or business metric over a specified period longer than one year, representing a smoothed rate of growth
“COCIA”	China Oral Care Industry Association; an industry organization that represents and regulates oral care product manufacturers in China, setting industry standards and providing market data
“content-driven e-commerce”	a sales model that uses engaging content, such as short videos, live streams, and articles, to attract consumers and drive online purchases directly from the content
“ESG”	Environmental, Social, and Governance; a set of standards for a company’s operations that socially conscious [REDACTED] use to screen potential [REDACTED], focusing on corporate sustainability and ethical impact
“foaming agents”	surfactants added to products like toothpaste and shampoo to create foam, which aids in the even distribution of the product and the suspension of debris for removal
“HAP” or “hydroxyapatite”	a naturally occurring mineral form of calcium apatite that is the main component of tooth enamel and bone; used in toothpaste to remineralize and repair enamel
“KOCs”	key opinion consumer, consumer who shares authentic product experiences on social platforms and influences purchasing decisions through relatable, peer-driven content
“KOLs”	key opinion leader, a person or organization who has influence in a particular field
“lysozyme”	an antimicrobial enzyme naturally found in body secretions like saliva and tears that can break down the cell walls of certain bacteria, used as a functional ingredient in oral care
“NMPA”	National Medical Products Administration; the Chinese regulatory agency responsible for the supervision and management of drugs, medical devices, and cosmetics, including the filing and oversight of toothpaste

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“OEM”	original equipment manufacturer, a manufacturer or production entity that produces goods based on customers’ designs and specifications, which are ultimately sold under third-party brands
“oral care products”	a range of consumer products used for personal oral hygiene, including toothpaste, toothbrushes, mouthwash, dental floss and other products, aimed at cleaning teeth and maintaining oral health
“OTC pharmacies”	Over-The-Counter pharmacies; retail outlets that mainly sell non-prescription drugs and health-related products, increasingly a channel for oral care and personal care items
“personal care products”	consumer products used for personal hygiene, grooming, and beautification, including oral care, hair care, skincare, and body care items and others
“premium toothpaste market”	the segment of the toothpaste market comprising products priced at a premium, often above RMB30 per 100g in the Chinese context, associated with advanced formulations, specialized efficacy, or superior ingredients
“private traffic operations”	a digital marketing strategy focused on directing users to a brand’s own controlled channels (e.g., app, private social media groups, email list) for direct and free engagement, rather than relying on third-party platforms
“professional and cosmetic oral care”	a category of oral care products that includes items like mouthwash, dental floss, and whitening strips, which go beyond basic cleaning to offer specialized or aesthetic benefits
“R&D”	Research and Development; the activities a company undertakes to innovate and introduce new products or services, encompassing everything from initial concept to market launch
“repeat customers”	customers who made at least two purchases in the past 365 days
“retail sales value”	the monetary value paid by end-consumers on purchasing finished goods
“SKU”	Stock Keeping Unit; a unique identifier for each distinct product and service that can be purchased from a business, allowing for efficient tracking of inventory
“social commerce platforms”	a subset of e-commerce that involves selling products directly through social media platforms, integrating the shopping experience with social interaction and content
“specialized oral care”	products designed for specific, often complex, oral health needs or consumer groups

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“whitening”	in oral care, the process of removing stains and discoloration from tooth enamel to restore or improve the natural whiteness of teeth
“zeolite”	a microporous, aluminosilicate mineral used in some toothpaste formulations as a gentle abrasive and for its potential to capture and remove components that cause bad breath