



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Bottle Of Toothpaste Water By Doctor Pierre Alias Pierre Mussot



435 EUR

Period : 19th century

Condition : Très bon état

Material : Glass

Diameter : 9cm

Height : 27cm

Description

Exceptional set of five bottles of oral hygiene from Doctor Pierre in Paris. Doctor Pierre, alias Pierre Mussot, is a doctor from the faculty of medicine who sells toothpaste, among other things. In 1837, Dr. Pierre Mussot founded a company in Asnières that distilled mint alcohol, powders and toothpastes. This was the beginning of the industrialization of hygiene products. Subsequently, in 1900, the factory was transferred to Nanterre, at 18 avenue du Général Galliéni. The Nanterre factory also cultivated peppermint, which is the basis of Dr. Pierre's entire range of pharmaceutical products, on nearly eighty hectares. In 1923, the public limited company Les Dentifrices du Docteur Pierre Mussot absorbed the perfumes Forvil and then Forval, which occupied the premises until 19402.

Dealer

Complément d'objets

sciences, ethnical, naturalia, artificialia, didactical items, curiosities

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Wemmel 1780

He understood the importance of the emerging advertising from the end of the 20th century. He also had a famous poster made by Louis-Maurice Boutet de Monvel dated 1894. From 1920, like the wall advertisements for Cadum soap, wall advertisements for Docteur Pierre toothpaste took over the city. They are most often found on Haussmannian buildings with several floors overlooking lower houses. Thus, the large advertising walls can be seen from afar, due to the large surface areas available. The Elixir is based on non-toxic plant essences which are often more effective antiseptics than many synthetic chemical preparations. Dr. Pierre designed his Elixir to soften and sterilize the mouth, ensuring naturally fresh breath and helping to maintain healthy teeth and gums. A very comprehensive article to devour with gusto:
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