

AP-24®

Anti-Plaque Fluoride Toothpaste

Product Format

White paste in a flexible tube with a flip-top closure.

Size
170 g

Whitening Fluoride Toothpaste

Product Format

White paste in a flexible tube with a flip-top closure.

Size
110 g



AP-24® Anti-Plaque Fluoride Toothpaste

Product Overview

Helps to prevent plaque buildup. This cavity-fighting formula features a patented plaque-fighting agent that helps remove plaque and debris as you brush. The gentle formula freshens breath with vanilla mint and leaves a clean, fresh-mouth feeling that lasts all day.

Product Benefits

- Helps remove plaque during brushing.
- Leaves a clean, just-brushed feeling that lasts.
- Gentle to teeth and mild on gums.
- Helps loosen and remove debris.

Key Ingredients

- **AP-24®** – a patented plaque-fighting agent. AP-24® is a long-chain silicon-oxygen molecule that can wrap around teeth and hold tightly to leave your mouth feeling cleaner and fresher longer.
- **Dicalcium phosphate** – a mild abrasive that gently loosens and removes debris.
- **Sodium monofluorophosphate** – an approved form of fluoride that can be used to fight cavities.

Usage/Application

Adults: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.

Children 6 years of age and younger: Use a pea-sized amount for supervised brushing to minimise swallowing. In case of intake of fluoride from other sources consult a dentist or doctor.

Safety Note

Supervise children as necessary until they are capable of brushing without supervision.

Complementary Products

- **AP-24® Anti-Plaque Toothbrush** – with channel bristle technology. Each bristle has five grooves running along its length. These grooves deliver and hold more toothpaste against your teeth as you brush, helping to remove more plaque than conventional round bristles.
- **AP-24® Anti-Plaque Breath Spray** – contains patented AP-24® to create that clean, just-brushed feeling whenever you need it. Also helps maintain the anti-plaque activity of the AP-24® toothpastes throughout the day.

Frequently Asked Questions

What is the RDA of AP-24® Anti-Plaque Fluoride Toothpaste?

RDA (Radioactive Dentin Abrasion) is the scale used to measure relative abrasiveness of toothpastes. This scale starts at zero and is open ended. It is generally agreed that any product that falls below 250 is considered safe for everyday use. The RDA value of AP-24® Anti-Plaque Fluoride Toothpaste is between 70 and 80, which is considered very mild.

Which ingredient helps remove plaque from the teeth?

The abrasive system used in this AP-24® toothpaste consists of dicalcium phosphate.

Ingredients

Active Ingredient: Sodium Monofluorophosphate .86% (0.15% w/v fluoride ion).

Other Ingredients: Dicalcium Phosphate Dihydrate, Sorbitol, Aqua (Water), Glycerin, Cellulose Gum, Dimethicone*, Poloxamer 338*, Poloxamer 407*, Titanium Dioxide, Sodium Saccharin, Sodium Lauryl Sulfate, Flavour.

*A component of the patented AP-24® formula.

AP-24®

AP-24® Whitening Fluoride Toothpaste

Product Overview

Brightens and whitens teeth. AP-24® Whitening Fluoride Toothpaste lightens teeth without peroxide while helping to prevent cavities and plaque formation. This gentle, vanilla-mint formula freshens breath and provides a clean, just-brushed feeling that lasts all day.

Product Benefits

- Lightens teeth without harmful peroxides.
- Provides a long-lasting, smooth, clean, fresh-mouth feeling.
- Refreshing, vanilla-mint flavour.

Key Ingredients

- **Proprietary blend of hydrated silica and alumina (aluminium oxide)** – a unique combination of mild abrasives that polish and smooth teeth without eroding enamel.
- **AP-24®** – a patented plaque-fighting agent. AP-24® is a long-chain silicon-oxygen molecule that can wrap around teeth and hold tightly to leave your mouth feeling cleaner and fresher longer.
- **Sodium monofluorophosphate** – an approved form of fluoride that can be used to fight cavities.

2

Usage/Application

Adults: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.

Children 6 years of age and younger: Use a pea-sized amount for supervised brushing to minimise swallowing. In case of intake of fluoride from other sources consult a dentist or doctor.

Safety Note

Supervise children as necessary until they are capable of brushing without supervision.

Complementary Products

- **AP-24® Anti-Plaque Toothbrush** – with channel bristle technology. Each bristle has five grooves running along its length. These grooves deliver and hold more toothpaste against your teeth as you brush, helping to remove more plaque than conventional round bristles.
- **AP-24® Anti-Plaque Breath Spray** – contains patented AP-24® to create that clean, just-brushed feeling whenever you need it. Also helps maintain the anti-plaque activity of the AP-24® toothpastes throughout the day.

Clinicals

A stain-reduction test was performed to determine the percentage of increase in tooth brightness. The whitening effects were measured after brushing with the toothpaste. AP-24® Whitening Fluoride Toothpaste resulted in a 63% increase in tooth brightness.

Frequently Asked Questions

What makes Nu Skin's whitening technology different?

Many whitening toothpastes contain peroxide, a chemical that bleaches teeth, but can weaken tooth enamel and irritate soft mouth tissues. Peroxides should only be used in a professional setting. AP-24® Whitening Fluoride Toothpaste does not contain peroxide. Neither does it contain harsh abrasives – they remove stains, but erode and scratch teeth.

Will AP-24® Whitening Fluoride Toothpaste make my teeth whiter than they are naturally?

No. AP-24® Whitening Fluoride Toothpaste is not an oxidising, bleaching agent (see previous question). However, if your teeth have been stained or darkened by exposure to certain foods or drinks, or to tobacco, AP-24® Whitening Fluoride Toothpaste will quickly remove the stains and return your teeth to their light, natural colour.

Ingredients

Active Ingredient: Sodium Monofluorophosphate .76% (0.13% w/v fluoride ion).

Other Ingredients: Aqua (Water), Hydrated Silica, Sorbitol, Aluminium Oxide, Glycerin, Tetrasodium Pyrophosphate, Dimethicone*, Poloxamer 338*, Poloxamer 407*, PEG-12, Cellulose Gum, Titanium Dioxide, Sodium Saccharin, Sodium Lauryl Sulfate, Flavour.

*A component of the patented AP-24® formula.

This document is for use by Nu Skin Enterprises Europe staff and independent distributors. It is not to be circulated to members of the public.