

# AP-24®

## Anti-Plaque Fluoride Toothpaste

## Whitening Fluoride Toothpaste



### SYSTEM OVERVIEW

The AP-24® Oral Care System is a unique, comprehensive line of oral health care products that helps provide anti-plaque protection.

### AP-24® ANTI-PLAQUE FLUORIDE TOOTHPASTE

### PRODUCT OVERVIEW

Prevents plaque buildup. This cavity-fighting formula features a 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.

### BENEFITS

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

### KEY INGREDIENTS

- **AP-24®**—a plaque-fighting agent of medical-grade dimethicone and surfactants. AP-24® is a long chain that can wrap around teeth and hold tightly to leave your mouth feeling slicker and fresher longer.
- **Dicalcium phosphate**—a mild abrasive that gently loosens and removes debris.
- **Sodium monofluorophosphate**—approved form of fluoride that can be used to fight cavities.

### USAGE/APPLICATION

Adults and children 2 years of age and older: Brush teeth thoroughly, preferably after each meal. Brush at least twice a day, or as directed by a dentist or physician. Instruct children under 6 years of age in good brushing and rinsing habits (to minimise swallowing). Supervise children as necessary until capable of using without supervision.

Children under 2 years of age: Consult a dentist or physician.

### 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 abrasivity of toothpastes. This scale starts at 0 and is opened. It's 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.

#### Are AP-24® products ADA approved?

AP-24® products are not ADA (American Dental Association) approved. The ADA is a private, nongovernmental organization that charges a yearly fee for use of its name. There are no requirements for dentists to use ADA products, nor is ADA approval required to indicate a quality product.

# AP-24<sup>®</sup> Anti-Plaque Fluoride Toothpaste Whitening Fluoride Toothpaste

## INGREDIENTS

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

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

\* AP-24<sup>®</sup> is a patented ultra-emulsion of medical grade, high molecular weight dimethicone and surfactants (poloxamer 338 and poloxamer 407).

## AP-24<sup>®</sup> WHITENING FLUORIDE TOOTHPASTE

### PRODUCT OVERVIEW

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

### BENEFITS

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

### KEY INGREDIENTS

- **Proprietary blend of hydrated silica and alumina (aluminum oxide)**—a unique combination of mild abrasives that polishes and smoothes teeth without eroding enamel.
- **AP-24<sup>®</sup>**—a patented plaque-fighting agent of medical-grade dimethicone and surfactants. AP-24<sup>®</sup> is a long chain that can wrap around teeth and hold tightly to leave your mouth feeling slicker and fresher longer.
- **Sodium monofluorophosphate**—approved form of fluoride that can be used to fight cavities.

### USAGE/APPLICATION

Brush teeth thoroughly, preferably after each meal, at least twice a day, or as directed by a dentist or physician. You can also alternate with AP-24<sup>®</sup> Anti-Plaque Fluoride Toothpaste.

**Adults and children 6 years of age and older:** brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician. Instruct children under 6 years of age in good brushing and rinsing habits (to minimise swallowing). Supervise children as necessary until capable of using without supervision.

**Children under 2 years of age:** consult a dentist or physician.

**WARNING:** Keep out of reach of children under 6 years of age..

## CLINICALS

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

## FREQUENTLY ASKED QUESTIONS

### What makes Nu Skin's whitening technology different?

- No peroxides—they bleach teeth, but can weaken tooth enamel and irritate soft mouth tissues. Peroxides should only be used in a professional setting.
- No harsh abrasives—they remove stains, but erode and scratch teeth.

### Will AP-24<sup>®</sup> Whitening Fluoride Toothpaste make my teeth whiter than they are naturally?

No. AP-24<sup>®</sup> Whitening Fluoride Toothpaste is not an oxidising, bleaching agent (see above question). However, if your teeth are stained, darkened, or soiled from various foods, tobacco, or drinks, AP-24<sup>®</sup> 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).

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

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