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 openended. 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® Anti-Plaque Fluoride Toothpaste

Whitening Fluoride Toothpaste

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

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

PRODUCT OVERVIEW
Brightens and whitens teeth. AP-24® 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 smooths teeth without eroding enamel.
- AP-24®—a patented 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.
- 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® 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® 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® Whitening Fluoride Toothpaste make my teeth whiter than they are naturally?
No. AP-24® 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® 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).

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