

AP 24[®]

ANTI-PLAQUE FLUORIDE TOOTHPASTE



SYSTEM OVERVIEW

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

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.

PRODUCT 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—an approved form of fluoride that can be used to fight cavities.

USAGE/APPLICATION

Adults and children 6 years of age and older: brush teeth thoroughly, preferably after each meal, at least twice a day or as directed by a dentist or physician.

WARNING: Keep out of reach of children under 6 years of age. Supervise children as necessary to prevent swallowing. Consult a dentist or physician before using on children under 2 years of age.

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.

COMPLEMENTARY PRODUCTS

- AP 24 Whitening Fluoride Toothpaste—brightens and whitens 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.
- AP 24 Anti-Plaque Fluoride Mouthwash—fights plaque using AP 24 technology without the concerns of alcohol. Leaves a long-lasting fresh, clean mouth.
- AP 24 Anti-Plaque Breath Spray—fights plaque build-up while freshening breath in a convenient alcohol-free spray.
- AP 24 Anti-Plaque Toothbrush—An exclusive, plaque-removing toothbrush that works with the AP 24 system

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of oral care products, designed to promote superior dental health care, including the removal and prevention of plaque build-up. The AP 24 Anti-Plaque Toothbrush incorporates an exclusive channel bristle technology that helps remove 15–30% more plaque from tooth surfaces than other round bristle toothbrushes.

INGREDIENTS

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

Inactive Ingredients: Dicalcium Phosphate Dihydrate, Water (Aqua), Sorbitol, Glycerin, Cellulose Gum, Dimethicone,* Poloxamer 338,* Poloxamer 407,* Titanium Dioxide (CI 77891), Sodium Saccharin, Sodium Lauryl Sulfate, Flavor (Aroma).

*AP 24 is an ultra-emulsion of medical grade, high molecular weight Dimethicone and the surfactants Poloxamer 338 and Poloxamer 407 that helps to remove plaque during brushing and helps reduce plaque buildup.