

AP 24® ORAL CARE SYSTEM



SYSTEM OVERVIEW

Effective oral health care requires more than brushing in the morning and evening—it requires all day attention. An integrated system of products developed for the entire family, AP 24 helps remove plaque and stains and fight cavities throughout the day. Faithful adherence to a complete oral care regimen, as outlined by the AP 24 Oral Care System, and regular visits to your dentist should positively impact your oral hygiene and health on a longterm basis.

TARGET AUDIENCE

A complete oral care regimen for the entire family.

AP 24 WHITENING FLUORIDE TOOTHPASTE

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.

PRODUCT BENEFITS

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

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.
- Proprietary blend of hydrated silica and aluminum hydroxide—a unique combination of mild abrasives that polishes and smoothes teeth without eroding enamel.
- Sodium monofluorophosphate—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 makes Nu Skin's whitening technology different?

- No peroxides—they have the potential to cause tooth and gum sensitivity.
- 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 oxidizing, bleaching agent. 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 color.

INGREDIENTS

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

Inactive Ingredients: Water (Aqua), Hydrated Silica, Sorbitol, Aluminum Hydroxide, Glycerin, Tetrasodium Pyrophosphate, PEG-12, Dimethicone,* Poloxamer 338,* Poloxamer 407,* Cellulose Gum, Titanium Dioxide (CI 77891), Sodium Saccharin, Sodium Lauryl Sulfate, Flavor (Aroma).

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* 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.

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.

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.

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).

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AP 24 ANTI-PLAQUE TOOTHBRUSH

PRODUCT OVERVIEW

An exclusive anti-plaque toothbrush that works with the AP 24 system 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 up to 30% more plaque from tooth surfaces.

PRODUCT BENEFITS

- First toothbrush on the market with channel bristle technology
- Removes up to 30% more plaque than round bristle toothbrush
- Holds more toothpaste against teeth during brushing
- Helps fight plaque, one of the contributors to bad breath and cavities
- Gently massages gums without irritation
- Hand-friendly ergonomic design with grip pads
- Comes in a 3-pack with different colored grips (black, green, and white)

USAGE/APPLICATION

Brush after each meal, at least twice a day, or as directed by a dentist or physician.

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AP 24 ANTI-PLAQUE FLUORIDE MOUTHWASH

PRODUCT OVERVIEW

AP 24 Anti-Plaque Fluoride Mouthwash fights plaque using AP 24 technology without the concerns of alcohol. Leaves a long-lasting fresh, clean mouth.

PRODUCT BENEFITS

- Aids in the reduction of cavities.
- Helps reduce plaque buildup without the concerns of alcohol.
- Helps to loosen and remove debris.
- Leaves a fresh, clean feeling in your mouth.
- Maintains the naturally balanced flora of your mouth.

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.
- Sodium fluoride—works to fight cavities.

USAGE/APPLICATION

Adults and children 6 years of age and older: Use daily after brushing. Swish 10 milliliters (1/2 a capful) of mouthwash between teeth for one minute, then release. Do not swallow mouthwash. Do not eat or drink for 30 minutes after using mouthwash.

WARNING: Keep out of reach of children under 6 years of age. Supervise children as necessary to prevent swallowing. In case of accidental overdose, seek professional assistance or contact a poison control center immediately.

FREQUENTLY ASKED QUESTIONS

Is the fluoride in the mouthwash at an effective level?

The level of fluoride contained in the mouthwash conforms to government regulations. This level is effective and meets FDA requirements for oral fluoride rinses that do not contain alcohol.

INGREDIENTS

Active Ingredient: Sodium Fluoride 0.02% (0.01% w/v fluoride ion).

Inactive Ingredients: Water (Aqua), Sorbitol, Glycerin, Dimethicone,* Poloxamer 338,* Poloxamer 407,* Sodium Phosphate, Phosphoric Acid, Disodium EDTA, Sodium Saccharin, Sodium Benzoate, Flavor (Aroma).

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AP 24 ANTI-PLAQUE BREATH SPRAY

PRODUCT OVERVIEW

The AP 24 Anti-Plaque Breath Spray fights plaque build-up while freshening breath in a convenient alcohol-free spray.

PRODUCT BENEFITS

- Helps fight plaque buildup and protect teeth using powerful AP 24.
- Freshens mouth throughout the day with a burst of cleanliness.
- Can be used after snacks, after meals, or whenever needed.
- Features a clean, alcohol-free formula.

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.*

USAGE/APPLICATION

Spray three times directly on the tongue. Rub tongue over teeth and gum surfaces. Use after meals and snacks, or anytime you need a burst of freshness.

FREQUENTLY ASKED QUESTIONS

If I brush regularly, why should I use AP 24 Anti-Plaque Breath Spray?

This breath spray doesn't just mask mouth odor, it helps renew the protection provided to the teeth by the AP 24 ingredient throughout the day.

INGREDIENTS

Ingredients: Water (Aqua), Sorbitol, Glycerin, Poloxamer 338,* Poloxamer 407,* Dimethicone,* Xanthan Gum, Sodium Saccharin, Disodium EDTA, Flavor (Aroma), Sodium Benzoate.

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