

AP-24®

ANTI-PLAQUE TOOTHBRUSH



POSITIONING STATEMENT

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

CONCEPT

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, patented channel bristle technology that helps remove up to 30% more plaque from tooth surfaces.

BENEFITS AND FEATURES

- 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
- Use with AP-24 toothpastes to reduce plaque build-up
- Hand-friendly ergonomic design with grip pads
- Comes in a 3-pack with different colored grips (black, green, and white)

USAGE

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

COMPLEMENTARY PRODUCTS

AP-24 WHITENING FLUORIDE TOOTHPASTE

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.

AP-24 ANTI-PLAQUE FLUORIDE TOOTHPASTE

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.

AP-24 ANTI-PLAQUE FLOURIDE MOUTHWASH

Fights plaque with AP-24 technology and no harmful alcohols. Leaves a long-lasting fresh, clean mouth. AP-24 Anti-Plaque Flouride Mouthwash contains flouride to aid in the reduction of cavities and is safe for the whole family.

AP-24 BREATH SPRAY

Part of a totally integrated system, AP-24® Anti-Plaque Breath Spray contains AP-24 technology and freshens breath in a convenient, alcohol-free spray. Leaves a long-lasting fresh, clean mouth.