

# 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 minimize 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.

### 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, Sodium Saccharin, Sodium Lauryl Sulfate, Flavor.

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

# AP-24<sup>®</sup> ANTI-PLAQUE FLUORIDE TOOTHPASTE

## WHITENING FLUORIDE TOOTHPASTE

### 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 hydroxide)—a unique combination of mild abrasives that polishes and smoothes teeth without eroding enamel.
- AP-24<sup>®</sup>—a 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

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. You can also alternate with AP-24<sup>®</sup> Anti-Plaque Fluoride Toothpaste. Instruct children under 6 years of age in good brushing and rinsing habits (to minimize 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 tissue. 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 oxidizing, 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 color.

#### INGREDIENTS

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

**Inactive Ingredients:** Water (Aqua), Hydrated Silica, Sorbitol, Alumina, Glycerin, Tetrasodium Pyrophosphate, PEG-12, Dimethicone\*, Poloxamer 338\*, Poloxamer 407\*, Cellulose Gum, 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).

