

AP-24® 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.

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 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®**—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 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® 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.

LABORATORY TEST

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 is the RDA of AP-24® Whitening Fluoride Toothpaste?

RDA (Relative Dentin Abrasivity) is the scale used to measure relative abrasivity of toothpastes. This scale starts at 0 and is open-ended. According to the American Dental Association, any product that falls below 250 is considered safe and effective for everyday use.† The RDA value of AP-24® Whitening Fluoride Toothpaste is 103, which falls far below the 250 limit for daily use.

†<http://www.ada.org/en/member-center/oral-health-topics/toothpastes>

1. [ADA] Council on Dental Therapeutics. Abrasivity of current dentifrices. J Am Dent Assoc 1970;81(11):1177-8.
2. Gonzalez-Cabezas C, Hara AT, Hefferen J, Lippert F. Abrasivity testing of dentifrices—Challenges and current state of the art. Monogr Oral Sci 2013;23:100-7.
3. St. John S, White DJ. History of the development of abrasivity limits for dentifrices. J Clin Dent 2015;26(2):50-4.
4. Hunter ML, Addy M, Pickles MJ, Joiner A. The role of toothpastes and toothbrushes in the aetiology of tooth wear. Int Dent J 2002;52:399-405.

Are AP-24® products ADA approved?

AP-24® products are not ADA (American Dental Association) approved. There are no requirements for dentists to use ADA products, nor is ADA approval required to indicate a quality product.

AP-24[®] WHITENING FLUORIDE TOOTHPASTE

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