# Toothpaste Focus

Note: This list is inclusive of most toothpastes on the market in the United States. While every attempt is made to be as comprehensive as possible, there may be inadvertent product omissions.

<table>
<thead>
<tr>
<th>Manufacturer Name</th>
<th>Product Name</th>
<th>Active Ingredients</th>
<th>Flavors Available</th>
<th>Unique Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Carifree</strong></td>
<td>Oral Neutralizer Gel</td>
<td>Xylitol</td>
<td>Mint</td>
<td>Nonabrasive formula, neutralizes decay-causing acids, patent pending pH and technology</td>
</tr>
<tr>
<td></td>
<td>Xyi-Tots Tooth Gel</td>
<td>Xylitol</td>
<td>Grape Giggles</td>
<td>Neutralizes decay-causing acids, fluoride-free, SLS-free</td>
</tr>
<tr>
<td><strong>Church &amp; Dwight Co Inc</strong></td>
<td>ARM &amp; HAMMER Advance White®</td>
<td>Sodium fluoride 0.24% (all formulas), potassium nitrate 5.0% (sensitive formula only)</td>
<td>Brilliant Sparkle, Baking Soda and Peroxide, Brilliant Sparkle Gel, Sensitive with Whitening Formula</td>
<td>Exceptional plaque removal</td>
</tr>
<tr>
<td></td>
<td>ARM &amp; HAMMER Age Defying</td>
<td>Sodium fluoride 0.24%</td>
<td>Mint</td>
<td>Contains amorphous calcium phosphate (ACP technology) to help rebuild and strengthen enamel</td>
</tr>
<tr>
<td></td>
<td>ARM &amp; HAMMER Dental Care Original Baking Soda Toothpaste</td>
<td>Sodium fluoride 0.24%</td>
<td>Original formula</td>
<td>Superior cleaning with very low abrasion, high baking soda content of 65%, awarded the ADA Seal of Acceptance for caries prevention</td>
</tr>
<tr>
<td><strong>Colgate-Palmolive</strong></td>
<td>Colgate Total Advanced Clean</td>
<td>Tricosan, sodium fluoride</td>
<td>Clean Mint</td>
<td>Unique tricosan plus copolymer formula delivers 12 hours of antibacterial protection, even after eating and drinking</td>
</tr>
<tr>
<td></td>
<td>Colgate Total Advanced Fresh</td>
<td>Tricosan, sodium fluoride</td>
<td>Clean Mint</td>
<td>Unique tricosan plus copolymer formula delivers 12 hours of antibacterial protection, even after eating and drinking</td>
</tr>
<tr>
<td></td>
<td>Colgate Total Advanced Whitening</td>
<td>Tricosan, sodium fluoride</td>
<td>Clean Mint</td>
<td>Unique tricosan plus copolymer formula delivers 12 hours of antibacterial protection, even after eating and drinking</td>
</tr>
<tr>
<td></td>
<td>Colgate Max Fresh</td>
<td>Sodium fluoride</td>
<td>Cinnamint, Cool Mint, Clean Mint</td>
<td>Mini brush strips packed inside dissolve instantly for long lasting clean, fresh breath</td>
</tr>
<tr>
<td></td>
<td>Colgate Sensitive</td>
<td>Potassium nitrate, sodium fluoride</td>
<td>Mint</td>
<td>Sensitivity protection</td>
</tr>
<tr>
<td></td>
<td>Colgate Luminous</td>
<td>Sodium fluoride</td>
<td>Crystal Clean Mint, Cinnamon, Paradise Fresh®</td>
<td>Reinforces enamel layers by rebuilding the weak spots on teeth, protects against stains and yellowing</td>
</tr>
<tr>
<td><strong>Discus Dental Inc</strong></td>
<td>BreathRx® Whitening Toothpaste</td>
<td>Cetylpyridinium chloride (CPC), Zytex® (eucalyptus oil, thymol, zinc gluconate)</td>
<td>Clean Mint</td>
<td>Neutralizes volatile sulfur compounds (VSC) while killing odor associated bacteria, can be used daily in place of regular toothpaste, provides tartar control and whitening</td>
</tr>
<tr>
<td></td>
<td>FluorideX® Daily Defense Sensitivity Relief Toothpaste</td>
<td>1.1% Prescription strength sodium fluoride, 5% potassium nitrate</td>
<td>Clean Mint, Fresh Fruit</td>
<td>Maximum fluoride protection, sensitivity relief formula for patients with dentin sensitivity, SLS-free formula for canker sore prone patients</td>
</tr>
<tr>
<td><strong>Dr Collins Inc</strong></td>
<td>All White Toothpaste</td>
<td>Sodium monofluorophosphate 0.83%</td>
<td>Vanilla Mint</td>
<td>Baking soda whitening toothpaste with 25% xylitol and peroxide, contains cetyl pyridinium chloride to fight plaque and bad breath</td>
</tr>
<tr>
<td></td>
<td>Restore Toothpaste</td>
<td>NovaMin® (calcium sodium phosphosilicate)</td>
<td>Mild Mint</td>
<td>Remineralizes tooth enamel and sensitivity by nourishing the teeth with essential calcium and phosphorous ions</td>
</tr>
<tr>
<td><strong>Dr. Ken’s</strong></td>
<td>Dr. Ken’s All Natural Maximum Care Whitening Toothpaste with Fluoride</td>
<td>Sodium fluoride</td>
<td>Wintergreen Clean, Spearmint Cool, Cinnamon Fresh</td>
<td>All natural ingredients provide anticavity, antibacterial, anti-gingivitis, anti-plaque, anti-tartar, and anti-oxidant benefits</td>
</tr>
<tr>
<td></td>
<td>Dr. Ken’s All Natural Maximum Care Whitening Toothpaste Fluoride-Free</td>
<td>Green tea extract</td>
<td>Wintergreen Clean, Spearmint Cool, Cinnamon Fresh</td>
<td>Multicare benefits without fluoride or sodium lauryl sulfate (SLS)</td>
</tr>
<tr>
<td><strong>GlaxoSmithKline</strong></td>
<td>Sensodyne</td>
<td>Potassium nitrate 5%, sodium fluoride 0.15% w/v fluoride ion</td>
<td>Mint</td>
<td>Helps relieve hypersensitivity within 2 weeks</td>
</tr>
<tr>
<td></td>
<td>Sensodyne ProNamel</td>
<td>Potassium nitrate 5%, sodium fluoride 0.15% w/v fluoride ion</td>
<td>MintEssence</td>
<td>High fluoride availability, low abrasivity, neutral pH, caries protection, fresh breath</td>
</tr>
<tr>
<td></td>
<td>Aquafresh Advanced</td>
<td>Sodium fluoride 0.14% w/v fluoride ion</td>
<td>Freshest Ever Mint</td>
<td>Active fluoride penetrates deep to strengthen teeth for 25% stronger enamel</td>
</tr>
<tr>
<td><strong>Laclede Inc</strong></td>
<td>Biotene Dry Mouth Toothpaste</td>
<td>Sodium monofluorophosphate (0.14% w/v fluoride ion), salivary enzymes</td>
<td>Fresh Mint</td>
<td>Low foaming formula, helps restore and strengthen saliva’s action</td>
</tr>
<tr>
<td></td>
<td>Biotene SENSITIVE Toothpaste</td>
<td>Sodium monofluorophosphate (0.14% w/v fluoride ion), potassium nitrate 5%</td>
<td>Tropical Mint</td>
<td>Low foaming formula, boosts saliva’s action, relieves tooth sensitivity</td>
</tr>
<tr>
<td></td>
<td>Biotene PBF Toothpaste</td>
<td>Sodium monofluorophosphate (0.14% w/v fluoride ion), salivary antibacterial enzymes and biofilm dissolving enzymes</td>
<td>Tropical Mint</td>
<td>Low foaming formula, dissolves plaque/biofilm where bacteria hide, helps restore and strengthen saliva’s action</td>
</tr>
<tr>
<td><strong>The Natural Dentist</strong></td>
<td>Healthy Teeth Whitening Plus Toothpaste</td>
<td>Sodium fluoride</td>
<td>Peppermint Twist</td>
<td>Contains xylitol and polishing silica, SLS-free</td>
</tr>
<tr>
<td></td>
<td>Healthy Teeth and Gums Original Toothpaste</td>
<td>Sodium fluoride</td>
<td>Peppermint Twist, Orange Zest</td>
<td>Contains xylitol, SLS-free</td>
</tr>
<tr>
<td></td>
<td>Healthy Teeth Sparkle Berry Blast Toothpaste—Kid’s Gel</td>
<td>Sodium fluoride</td>
<td>Sparkle Berry Blast</td>
<td>Contains xylitol, SLS-free</td>
</tr>
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<td>Manufacturer Name</td>
<td>Product Name</td>
<td>Active Ingredients</td>
<td>Flavors Available</td>
<td>Unique Features</td>
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<tr>
<td>Oravive Co</td>
<td>Oravive Tooth Revitalizing Paste</td>
<td>NovaMin (calcium phosphate), sodium fluoride</td>
<td>Double Mint, Peppermint, CitrusMint</td>
<td>Strengthens and protects teeth with calcium and other essential mineral ions, remineralizes tooth enamel and restores the oral balance while reducing bacteria that causes bad breath.</td>
</tr>
<tr>
<td>OMNI Preventive Care, a 3M ESPE Co</td>
<td>ControlRX Multi</td>
<td>Sodium fluoride 1.1% w/w</td>
<td>Vanilla-mint</td>
<td>Contains xylitol</td>
</tr>
<tr>
<td></td>
<td>ControlRX</td>
<td>Sodium fluoride 1.1% w/w</td>
<td>Vanilla-mint</td>
<td>Low abrasive formula</td>
</tr>
<tr>
<td></td>
<td>ControlRx Gel</td>
<td>Sodium fluoride 1.1% w/w</td>
<td>Vanilla-mint</td>
<td>Can be used as a tray-based application</td>
</tr>
<tr>
<td></td>
<td>SootherRx Therapy for Sensitive Teeth</td>
<td>NovaMin (calcium sodium fluoride phosphosilicate)</td>
<td>Peppermint</td>
<td>FDA-cleared at-home prescription therapy indicated for the rapid and continual relief of dental hypersensitivity; contains NovaMin, an ingredient resulting from 30 years of medical research into bone and tooth repair; NovaMin induces the formation of new hydroxyapatite, which is almost identical to tooth mineral that is naturally replenished by saliva; rapid release of mineral-building ions quickly exerts dentin tubules for fast relief from sensitivity; sustained-release, mineral-building ions provide continual relief from sensitivity; pleasant taste and weekly maintenance program enhances compliance</td>
</tr>
<tr>
<td>Oxyfresh.com</td>
<td>Power Paste</td>
<td>Sodium chloride (Oxygene®)</td>
<td>Lemon-mint</td>
<td>Oxygen reduces odor by neutralizing VSCs; contains zinc, xylitol, and essential oils; no SLS or dyes, low abrasion</td>
</tr>
<tr>
<td></td>
<td>Fluoride Formula</td>
<td>Neutral sodium fluoride, sodium chloride (Oxygen)</td>
<td>Fresh Mint</td>
<td>Oxygen reduces odor by neutralizing VSCs, contains zinc and essential oils, dye-free, low abrasion</td>
</tr>
<tr>
<td></td>
<td>Original Formula</td>
<td>Sodium chloride (Oxygene)</td>
<td>Fresh Mint</td>
<td>Oxygen reduces odor by neutralizing VSCs, contains peppermint oil, dye-free, low abrasion</td>
</tr>
<tr>
<td>Plak Smacker</td>
<td>Dinosaur Bubblegum Fluoride Gel Toothpaste</td>
<td>Sodium fluoride 0.29%, SLS</td>
<td>Bubble Gum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shark Berry Fluoride Gel Toothpaste</td>
<td>Sodium fluoride 0.24%, SLS</td>
<td>Berry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mint Blast Toothpaste</td>
<td></td>
<td>Mint</td>
<td></td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>Crest Pro-Health Toothpaste</td>
<td>0.454% Stannous fluoride, sodium hexametaphosphate</td>
<td>Clean Mint, Clean Cinnamon, Clean Night Mint</td>
<td>Protects against caries, plaque, gingivitis, sensitivity, calculus, extrinsic stain, breath malodor; provides benefits of stannous fluoride without extrinsic stain</td>
</tr>
<tr>
<td></td>
<td>Crest Vivid White</td>
<td>0.243% Sodium fluoride, sodium hexametaphosphate</td>
<td>Refreshing Mint, Invigorating Mint</td>
<td>Provides caries protection while polishing away extrinsic stains and protects against extrinsic stain and calculus formation</td>
</tr>
<tr>
<td></td>
<td>Crest Whitening Expressions</td>
<td>0.243% Sodium fluoride</td>
<td>Cinnamon Rush, Lemon Ice, Refreshing Vanilla Mint</td>
<td>Provides caries protection, helps remove extrinsic stains with a choice of refreshing flavors for a unique brushing experience</td>
</tr>
<tr>
<td></td>
<td>Kid's Crest</td>
<td>0.243% Sodium fluoride</td>
<td>Sparkle Fun, Bubble Fun</td>
<td>Provides caries protection with flavors that kids love</td>
</tr>
<tr>
<td></td>
<td>Crest Whitening Plus Scope Extreme</td>
<td>0.243% Sodium fluoride</td>
<td>Mint Explosion, Cinnamon Ice</td>
<td>Provides multiple benefits including caries protection, effective removal of extrinsic stains and calculus, and 50% more Scope</td>
</tr>
<tr>
<td></td>
<td>Crest Sensitivity Maximum Strength</td>
<td>0.243% Sodium fluoride, 5% potassium nitrate</td>
<td>Original—Soothing Whitening Mint, Whitening Plus Scope—Minty Fresh, Extra Whitening—Clean Mint</td>
<td>Provides caries protection and sensitivity protection in three flavors</td>
</tr>
<tr>
<td>Quantum Labs Inc</td>
<td>Quantum Fresh</td>
<td>0.243% Sodium fluoride</td>
<td>Mint</td>
<td>Fresh mint antiscavity toothpaste, economical</td>
</tr>
<tr>
<td>Rowpar Pharmaceuticals</td>
<td>CloSYS Toothpaste</td>
<td>Stabilized chlorine dioxide</td>
<td>Mild Mint</td>
<td>SLS-free, low abrasion, organic stain removal, neutralizes VSC, reduces bleeding and redness</td>
</tr>
<tr>
<td>Sultan Healthcare</td>
<td>Topex® White Care™ Post-Whitening Desensitizer</td>
<td>1.1% Neutral sodium</td>
<td>Soothing Raspberry</td>
<td>Reduces sensitivity; no color additives; contains xylitol, a plaque formation inhibitor; can be used in a tray or brushed on tooth surface; one step process; may be used in place of regular toothpaste</td>
</tr>
<tr>
<td></td>
<td>Topex Take Home Care™ 1.3% Neutral Sodium Fluoride Gel</td>
<td>1.1% Neutral sodium</td>
<td>Cool Mint</td>
<td>Reduces sensitivity; gentle on ceramic restorations; can be used in a tray or brushed on tooth surface; contains xylitol, a plaque formation inhibitor; one step process; may be used in place of regular toothpaste</td>
</tr>
<tr>
<td></td>
<td>Topex Take Home Care 0.4% Stannous Fluoride Gel</td>
<td>0.4% Stannous fluoride</td>
<td>Berry, Mint, and Bubble Gum</td>
<td>Reduces sensitivity, inhibits cariogenic microbial process, nonwater soluble, no food and drink restrictions after use, two step process should be used after patients' regular toothpaste application</td>
</tr>
<tr>
<td>Sunstar (Butler® and GUM®)</td>
<td>GUM Whitening Toothpaste</td>
<td>Sodium fluoride</td>
<td>Mint</td>
<td>Contains ingredients to polish and gently remove stains and produce a whiter, brighter smile, fights tartar, which dims natural whiteness of teeth</td>
</tr>
<tr>
<td>Tom's of Maine</td>
<td>Natural Anticavity Fluoride Toothpaste for Children</td>
<td>Sodium monofluorophosphate</td>
<td>Silly Strawberry, Ora-</td>
<td>Real fruit flavors; no preservatives, dyes, or artificial sweeteners</td>
</tr>
<tr>
<td></td>
<td>Natural Anticavity Fluoride Toothpaste</td>
<td>Sodium monofluorophosphate</td>
<td>Spearmint, Wintermint, Peppermint Baking Soda</td>
<td>Natural mint oils; no preservatives, dyes, or artificial sweeteners</td>
</tr>
<tr>
<td></td>
<td>Natural Whole Care Anticavity and Tartar Control Plus Whitening Gel Fluoride Toothpaste</td>
<td>Sodium fluoride</td>
<td>Peppermint, Spearmint, Cinnamon-Clove, Wintermint</td>
<td>Natural mint oils; no preservatives, dyes, or artificial sweeteners</td>
</tr>
<tr>
<td></td>
<td>Natural Fluoride-Free Toothpaste for Children</td>
<td></td>
<td>Silly Strawberry</td>
<td>Real fruit flavors; no preservatives, dyes, or artificial sweeteners</td>
</tr>
<tr>
<td>Ultradent Products Inc</td>
<td>Opalescence Whitening Toothpaste</td>
<td>Sodium fluoride 0.25% (1.100 ppm)</td>
<td>Cool Mint</td>
<td>Quick and efficient fluoride uptake, higher enamel fluoride uptake, maximum enamel/dentin restoration protection</td>
</tr>
<tr>
<td>Xlear Inc</td>
<td>Xyitol Dental Defense System</td>
<td>Xyitol</td>
<td>Cool Mint</td>
<td>Rich in xylitol, anti-tartar formula</td>
</tr>
<tr>
<td></td>
<td>Xyitol Dental Defense System Toothpaste with Fluoride</td>
<td>Xyitol and fluoride</td>
<td>Spearmint</td>
<td>Rich in xylitol, caries protection</td>
</tr>
</tbody>
</table>