








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.

Manufacturer Name	Product Name	Active Ingredients	Flavors Available	Unique Features	
3M ESPE 	Clinpro™ 5000 1.1% NaF Anticavity Toothpaste	1.1% Sodium fluoride	Vanilla Mint and Spearmint	Contains tri-calcium phosphate; low abrasive formula; delivers high level of fluoride	
	ControlRx™ 1.1% NaF Dentifrice	1.1% Sodium fluoride	Vanilla Mint	Low abrasive formula; pleasant Vanilla Mint flavor	
	ControlRx Multi 1.1% NaF Dentifrice	1.1% Sodium fluoride	Vanilla Mint	Contains xylitol, low abrasivity	
	SootheRx™ Therapy for Sensitive Teeth	7.5% NovaMin®	Mint	Relieves sensitivity for 6 months; once per week use after initial phase of therapy	
Archtek Inc	Toothpaste Tablets	Natural cranberry extract, xylitol, sodium bicarbonate, calcium hydroxyapatite	Cool Mint	Eliminates microbial transmission from swiping a used toothbrush against the end of a tube; recyclable packaging; easy to use especially for those with physical challenges; travel friendly; lightweight; no mess	
BEYOND Dental and Health Inc	Pearl White® Advanced Formula Whitening Toothpaste with Fluoride	Calcium peroxide, sodium perborate, sodium fluoride	Mint	Contains micro-crystals of proprietary whitening formula that burst and whiten while brushing; gentle tartar control whitening formula	
	Pearl White Whitening Toothpaste with Fluoride Sensitivity Formula	Potassium nitrate, sodium fluoride, hydroxyapatite	Mint	Protects against the causes of hypersensitivity; gentle tartar control whitening formula	
CariFree	Oral Neutralizer Gel	Xylitol	Mint	Nonabrasive gel combining xylitol and patent-pending pH+ technology	
	pHluorigel	Sodium fluoride 1.1%	Mint	Combines anti-caries benefits of fluoride with xylitol and patent-pending pH+ technology	
	Xyli-Tots Tooth Gel	Xylitol	Grape Giggles	Nonabrasive gel combining xylitol and patent-pending pH+ technology; SLS free	
Church & Dwight Co Inc 	ARM & HAMMER® Advance White®	Sodium fluoride 0.24% (all formulas), potassium nitrate 5.0% (sensitive formula only)	Brilliant Sparkle®, Baking Soda and Peroxide, Brilliant Sparkle Gel, Sensitive with Whitening Formula	Exceptional plaque removal	
	ARM & HAMMER Dental Care® Baking Soda Toothpaste	Sodium fluoride 0.24%	Original Formula	Great cleaning with very low abrasion; 65% baking soda; has ADA Seal of Acceptance for caries prevention	
	ARM & HAMMER Complete Care™	Sodium fluoride 0.24%	Extra Whitening	Whitens, freshens breath, and helps remove plaque and stains; perfect for a variety of oral care needs	
	ARM & HAMMER PeroxiCare®	Sodium fluoride 0.24%	Fresh Mint	Provides baking soda and peroxide, which combine to release oxygen bubbles that reach between teeth along the gum line for thorough cleaning and effective whitening	
		BABY ORAJEL® Tooth & Gum Cleanser	Special ingredient to gently remove plaque	Mixed Fruit with Finger Brush, Apple Banana with Toddler Toothbrush, Berry with Toddler Toothbrush	For ages 4 months to 18 months; fluoride-free; safe if swallowed
		ORAJEL Toddler Training Toothpaste	Special ingredient to gently remove plaque	Tooty Fruity, Pinkie Fruity, Berry Blast, Fruit Splash, Bubble Burst	For ages 18 months to 4 years; fluoride-free; SLS-free; safe if swallowed
Colgate-Palmolive 	Colgate Total	Triclosan, sodium fluoride	Clean Mint	Unique triclosan plus copolymer formula delivers 12 hours of antibacterial protection, even after eating and drinking; FDA approved and ADA accepted for fighting plaque and gingivitis	
	Colgate Total Enamel Strength	Triclosan, sodium fluoride	Mint	Unique triclosan plus copolymer formula delivers 12 hours of antibacterial protection, even after eating and drinking; FDA approved and ADA accepted for fighting plaque and gingivitis; tooth enamel remineralization	
	Colgate Sensitive Enamel Protect	Potassium nitrate, sodium fluoride	Mint	Provides hypersensitivity relief; remineralizes the enamel, strengthening the tooth surface; great taste	
	Colgate Max Fresh	Sodium fluoride	Cinnamint, Cool Mint, Clean Mint	Mini breath strips packed inside dissolve instantly for long-lasting clean, fresh breath	
	Colgate Cavity Protection	Sodium fluoride	Mint	Fights cavities and strengthens teeth	
	Colgate Visible White Toothpaste	Sodium fluoride	Sparkling mint	Helps remove surface stains; helps prevent new stains; fights cavities; helps prevent tartar	
	Coral LLC	Coral White Toothpaste	Coral minerals from above sea sources, echinacea, golden seal, ginkgo, ginseng, stevia	Mint, Tea Tree	All natural toothpaste; fluoride-free; no synthetic colors, flavors, or preservatives; no SLS, glycerin, or gluten
Coral Kids' Toothpaste		Coral minerals from above sea sources, echinacea, golden seal, ginkgo, ginseng, stevia	Berry Bubblegum	All natural toothpaste; fluoride-free; no synthetic colors, flavors, or preservatives; no SLS, glycerin, or gluten	
DENTSPLY International 	NUPRO® NUSolutions® 5,000 ppm Remineralizing & Desensitizing Toothpaste with NovaMin	Sodium fluoride 1.1% (5,000 ppm fluoride ion)	Mint	Unique formulation of prescription level fluoride with the calcium-phosphate technology of NovaMin; remineralizes, relieves hypersensitivity, and prevents caries; offers comprehensive treatment solution: a therapeutic NUSolutions in-office prophylaxis paste followed by treatment at home with NUSolutions toothpaste	
Discus Dental 	Fluoridex Daily Defense® Sensitivity Relief Toothpaste	5,000 ppm Sodium fluoride, 5% potassium nitrate	Clean Mint	Remineralizes teeth and provides sensitivity relief with maximum strength potassium nitrate	
	Fluoridex Daily Defense Toothpaste	5,000 ppm Sodium fluoride	Clean Mint, Fresh Fruit	Remineralizes teeth; ideal for patients with root caries and xerostomia-induced caries	
	Fluoridex Daily Renewal® Toothpaste	0.4% Stannous fluoride	Clean Mint	Remineralizes teeth and assists with treating root surface sensitivity	
	Fluoridex Daily Defense Enhanced Whitening Toothpaste	5,000 ppm Sodium fluoride	Clean Mint	Professional strength fluoride with additional benefit of whitening	
	BreathRx Purifying Toothpaste (Original formula)	Zytx, sodium fluoride	Clean Mint	Alcohol-free	
	BreathRx Purifying Toothpaste (Enhanced Whitening Formula)	Zytx, sodium fluoride	Clean Mint	Alcohol-free	

Manufacturer Name	Product Name	Active Ingredients	Flavors Available	Unique Features
Dr Collins Inc	All White Toothpaste®	Sodium monofluorophosphate 0.83%	Vanilla Mint	Baking soda whitening toothpaste with 25% xylitol and peroxide; contains cetyl pyridinium chloride to fight plaque and bad breath
	Restore Toothpaste®	NovaMin (calcium sodium phosphosilicate)	Mint	Remineralizes tooth enamel and reduces sensitivity by nourishing the teeth with essential calcium and phosphorous ions; kills bacteria associated with caries; fluoride-free
	Natural Toothpaste	Xylitol	Vanilla Mint with Goji Berry	All natural with 25% xylitol; no preservatives or artificial ingredients; contains vitamins C and E, superfruits, and CoQ10; fluoride- and SLS-free
Dr. Fresh Inc	Dr. Ken's All Natural Maximum Care Whitening Toothpastes	Green tea extract, baking soda, papain, stevia extract, vegetable glycerin, aloe vera, and carrageenan (seaweed)	Wintergreen Clean (fluoride and fluoride-free), Spearmint Cool (fluoride and fluoride-free), Cinnamon (fluoride-free only)	Fights cavities, plaque, gum disease, and bad breath; helps whiten teeth; no artificial ingredients; anti-bacterial, anti-gingivitis, and anti-plaque toothpaste; created by Ken Nussen, DDS, a respected practicing dentist, researcher, and industry innovator based in Santa Monica, Calif
 GlaxoSmithKline	Sensodyne Fresh Impact	Potassium nitrate	Mint	Starts to relieve the pain of dentin hypersensitivity within 2 weeks; refreshing combination of paste and gel to keep breath feeling fresh for hours
	Sensodyne Iso-active® Multiaction Foaming Gel	Potassium nitrate		Gel to foam technology appeals to younger patients with dentin hypersensitivity; provides all around protection for sensitive teeth
	Sensodyne ProNamel	Potassium nitrate	Mint Essence, Alpine Breeze	Formulated to help reharder acid-softened enamel and protect against sensitivity; high fluoride availability to aid in remineralization and resistance to demineralization
The Natural Dentist	Healthy Teeth & Gums Whitening Toothpaste	Sodium fluoride (0.24%)	Peppermint Twist	All natural ingredients; no SLS; contains xylitol, natural flavors, silica, aloe vera gel, and grapefruit seed extract
	Healthy Gums Fluoride-Free Toothpaste	Peppermint Oil and Sage Oil	Peppermint Sage	All natural ingredients; no SLS; contains xylitol, natural flavors, aloe vera gel, echinacea, goldenseal, calendula, and grapefruit seed extract
	Healthy Teeth & Gums Anticavity Toothpaste	Sodium fluoride (0.24%)	Peppermint Sage and Orange Zest	All natural ingredients; no SLS; contains xylitol, natural flavors, aloe vera gel, echinacea, goldenseal, calendula, and grapefruit seed extract
Oravive Co	Oravive Tooth Revitalizing Paste	NovaMin (calcium sodium phosphosilicate)	Classic Double Mint, Arctic-Fresh Peppermint, Citrus-Fresh Orange Mint	Calcium phosphate toothpaste for daily use; powered by NovaMin, a fast acting calcium phosphate ingredient; revitalizes teeth; protects teeth from acid attacks; helps increase the pH to the ideal range for remineralization; reduces tooth sensitivity; easy to use
Oxyfresh.com	Power Paste	Oxygene®, zinc	Lemon Mint	Contains xylitol; unique blend of essential oils; low abrasion rate; gel formula; no SLS, saccharin, or dyes; available in 5-oz size
	Fluoride Formula	Oxygene, neutral sodium fluoride	Spearmint	Essential oils; low abrasion rate; no saccharin; no dyes, available in 5-oz or 1-oz travel sizes
	Original Formula (Ultimate Cosmetic Formula)	Oxygene	Spearmint	Essential oils; low abrasion rate; safe for cosmetics; no saccharin; no dyes; available in 5-oz or 1-oz travel sizes
 Plak Smacker	Dinosaur Anticavity Fluoride Gel Toothpaste	Sodium fluoride	Bubblegum	Great tasting Bubblegum flavor that kids love; available in 4.2-oz or 0.85-oz tubes
	Shark Anticavity Fluoride Gel Toothpaste	Sodium fluoride	Cool Berry	Great tasting Cool Berry flavor that kids love; available in 4.2-oz or 0.85-oz tubes
	Mint Blast	Sodium fluoride	Mint	Refreshing Mint flavor in a convenient 1-oz tube
Procter & Gamble <i>P&G Professional Oral Health</i>	Crest Pro-Health Clinical Gum Protection	0.454% Stannous fluoride	Clean Mint	Helps reverse gingivitis in 4 weeks; Crest's highest level of antibacterial protection
	Crest Pro-Health	0.454% Sodium fluoride	Clean Mint, Clean Cinnamon, Night, Whitening, Enamel Shield, Sensitive Shield	Protects against cavities, plaque, gingivitis, sensitivity, tartar, stains, and oral malodor
	Crest Sensitivity Clinical Sensitivity Relief	0.243% Sodium fluoride, 5% potassium nitrate	Extra Whitening, Whitening Plus Scope	Helps relieve pain associated with sensitive teeth; builds increasing protection for sensitive teeth against cold, heat, acids, sweets, and contact while whitening teeth and creating fresh breath
	Crest 3D White Advanced Vivid	0.243% Sodium fluoride	Refreshing Mint	Removes up to 90% of surface stains in 14 days; protects against the formation of new stains
	Crest 3D White Vivid	0.243% Sodium fluoride	Radiant Mint	Removes up to 80% of surface stains in 14 days
	Crest Extra White Plus Scope Outlast	0.243% Sodium fluoride	Long Lasting Mint	Whitening plus a fresh breath feeling that lasts for an extended period
Quantum Labs	Quantum Fresh	0.243% Sodium fluoride	Mint	Fresh mint anti-cavity toothpaste; economical; available in 0.85-oz tubes
Rowpar Pharmaceuticals Inc	ClōSYS®	Patented buffered, stabilized chlorine dioxide formula	Soft Mint	SLS-free; low abrasion; organically removes stains; reduces bleeding and redness
Sultan Healthcare	Topex ReNew Toothpaste	5,000 ppm Sodium fluoride	Mint	5,000 ppm fluoride and NovaMin, a bio-available calcium phosphate; gentle; will clean enamel without damaging restorations
	Topex 1.1% Take Home Care and 1.1% White Care	5,000 ppm (1.1%) Neutral sodium fluoride	Spearmint, Raspberry	Gel formula with professional strength fluoride; mild dentifrice will not damage restorations
Tom's of Maine	Natural Whole Care Toothpaste	Sodium monofluorophosphate	Peppermint, Spearmint, Wintermint, Cinnamon-Clove	Natural mint oils; no artificial sweeteners, preservatives, or colors; no animal testing
	Natural Anticavity Toothpaste	Sodium monofluorophosphate	Silly Strawberry (for children), Peppermint Baking Soda, Spearmint, Wintermint	ADA Seal of Acceptance; real fruit flavors and natural mint oils; no artificial sweeteners, preservatives, or colors; no animal testing
	Natural Maximum Strength Sensitive Anticavity Toothpaste	Sodium monofluorophosphate, potassium nitrate	True Mint, Soothing Mint	Naturally-sourced potassium nitrate; natural mint oils; no artificial sweeteners, preservatives, or colors; no animal testing
Ultradent Products Inc	Opalescence Whitening Toothpaste	Sodium fluoride 0.25% (1,100 ppm)	Cool Mint	Quick and efficient fluoride uptake, higher enamel fluoride uptake, maximum enamel/dentin restoration protection
Xlear Inc	Spry Dental Defense System	Xylitol	Cool Mint	Rich in xylitol, anti-tartar formula
	Spry Dental Defense System Toothpaste with Fluoride	Xylitol and fluoride	Spearmint	Rich in xylitol, caries protection
Zila Therapeutics Inc	ProDenRx® 1.1+ Neutral Sodium Fluoride Dentifrice	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral dentifrice gel	Cool Mint, Red Berry/Berry Fresh, Cherry Limeade	Only available through dental professionals; dye-free; combines high-potency fluoride with low-abrasive silica for one-step brushing
	ProDenRx 1.1+ Neutral Sodium Fluoride Gel	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral aqueous gel	Cool Mint, Red Berry/Berry Fresh, Cherry Limeade	Only available through dental professionals; dye-free; high-potency, high-frequency topical fluoride for caries and plaque control; especially safe for patients with cosmetic work and those at high risk of plaque build-up