

Focus on Toothpaste

Humans have been trying to keep their mouths clean since the beginning of civilization. Toothpaste, in some form, has been around since the time of the Greeks and Romans. Early dentifrices contained a variety of ingredients, including chalk, burnt bread, and even dragon's blood—a bright red resin harvested from specific types of plants. The first fluoride toothpaste was introduced in 1890, and its widespread use has significantly reduced the prevalence and severity of dental caries. Modern toothpastes offer a wide range of benefits—from hypersensitivity relief to tooth whitening. Recommending the best dentifrice for individual patient needs is important, and the following look at what's currently available is designed to help clinicians in this challenging task.

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

Manufacturer	Product	Active Ingredients	Flavors	Unique Features
3M ESPE Preventive Care 	Clinpro™ 5000 1.1% NaF Anticavity Toothpaste	1.1% Sodium fluoride	Vanilla Mint, Spearmint, Bubble Gum	Contains tri-calcium phosphate; low abrasive formula; delivers high level of fluoride
Archtek Inc	Toothpaste Tablet™	Natural cranberry extract, xylitol, sodium bicarbonate, calcium hydroxyapatite	Cool Mint	Eliminates microbial transmission from swiping a used toothbrush against the end of a tube; 100% recyclable packaging; travel friendly, no liquids; lightweight; mess-free; fluoride-free
BEYOND Dental and Health Inc	Pearl White® Advanced Formula Whitening Toothpaste with Fluoride	Calcium peroxide, sodium perborate, hydroxyapatite, 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 dentinal hypersensitivity; gentle tartar-control whitening formula
CariFree	HA Nano Gel	Xylitol	Mint	Combines bioavailable nano hydroxyapatite crystallites, xylitol, and unique pH+ technology
	pHluorigel HA Nano	1.1% Sodium fluoride	Mint	Combines bioavailable nano hydroxyapatite crystallites with anti-caries benefits of 5,000 ppm sodium fluoride, xylitol, and unique pH+ technology
	Xyli-Tots Tooth Gel	Xylitol	Grape	Nonabrasive gel combines xylitol and patent-pending pH+ technology; sodium lauryl sulfate (SLS)-free
Church & Dwight Co Inc  	ARM & HAMMER™ Sensitive	0.24% Sodium fluoride, 5% potassium nitrate	Frosted Mint, Fresh Mint	An exclusive offering from the makers of Arm & Hammer and Orajel™ offers relief from painful tooth and nerve sensitivity; low abrasion formula is gentle on enamel; available in Whitening, Multi-Protection, and Freshening
	ARM & HAMMER Complete Care™ Plus Enamel Strengthening	0.24% Sodium fluoride	Fresh Mint	Baking soda, fluoride, and Liquid Calcium™ (amorphous calcium phosphate technology) formula rebuilds and strengthens enamel
	ARM & HAMMER PeroxiCare™	0.24% Sodium fluoride	Fresh Mint	Peroxide formula kills germs and neutralizes odors for fresh breath
	ARM & HAMMER Complete Care Plus Whitening with Stain Defense™	0.24% Sodium fluoride	Fresh Mint	Baking soda formula cleans deep down to remove plaque, whiten teeth, and neutralize breath odor-causing compounds; Stain Defense technology helps to prevent new stains from setting
	ARM & HAMMER Advance White™ with Stain Defense	0.24% Sodium fluoride	Fresh Mint	Baking soda gently removes plaque and surface stains with a deep cleaning action; Stain Defense technology helps to prevent new stains from setting
	ARM & HAMMER Advance White Breath Freshening	0.24% Sodium fluoride	Frosted Mint	Baking soda gently whitens teeth while neutralizing breath odor-causing compounds
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; Food and Drug Administration approved and American Dental Association (ADA) accepted for fighting plaque and gingivitis
	Colgate Sensitive Pro Relief™ Original	Potassium nitrate, sodium fluoride	Fresh Mint, Cool Mint	Rushes potassium nitrate to the nerve for instant relief of dentinal hypersensitivity; builds a protective shield with continued use; also available in a whitening formula
	Colgate Sensitive Pro Relief Enamel Repair	Potassium nitrate, sodium fluoride	Gentle Mint	Penetrates to the nerve to build long-lasting protection from the pain of sensitivity with continued use; helps repair weakened enamel with the maximum level of fluoride (1,500 ppm)
	Colgate Optic White™	Hydrogen peroxide	Sparkling Mint, Cool Mild Mint	Whiter teeth in 1 week; for best results, use as directed for 4 weeks; fights caries, freshens breath, and helps reduce plaque with regular brushing
	Colgate Max Fresh™	Sodium fluoride	Cool Mint	Packed with hundreds of mini breath strips, it unleashes a powerful rush of freshness; fights caries, whitens teeth, and freshens breath
	Colgate Kids Cavity Protection	Sodium fluoride	Bubble Fruit	Caries-fighting fluoride protection with a child-friendly flavor

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Coral LLC	Coral White Toothpaste	Coral minerals from above-sea sources, xylitol, hydrated silica, echinacea, goldenseal, ginkgo, ginseng, stevia	Mint, Tea Tree	All natural toothpaste; fluoride-free; no synthetic colors, flavors, or preservatives; SLS-free; glycerin-free; gluten-free
	Coral Kids' Toothpaste	Coral minerals from above-sea sources, xylitol, hydrated silica, echinacea, goldenseal, ginkgo, ginseng, stevia	Berry Bubble Gum	All natural toothpaste; fluoride-free; no synthetic colors, flavors, or preservatives; SLS-free; glycerin-free; gluten-free
DenMat	EXXCL Oral Blue	Proprietary ingredients	Mint	Penetrates biofilm to eliminate microorganisms and prevent bleeding gums, gingivitis, and tooth decay
Dental Elite	Z Paste	0.243% sodium fluoride	Mint, Bubble Gum	Refreshing flavors in an affordable, convenient 0.85-oz tube
DENTSPLY International DENTSPLY PROFESSIONAL	Sensodyne® NUPRO® 5000 ppm Fluoride Ion Toothpaste with NovaMin®	1.1% Sodium fluoride, 5% NovaMin (calcium sodium phosphosilicate)	Mint	Unique formulation of prescription-level fluoride with NovaMin (calcium phosphate technology) to aid in remineralization and caries prevention
Dr. Collins Inc	All White Toothpaste	0.83% Sodium monofluorophosphate	Vanilla Mint	Baking soda whitening toothpaste with peroxide, cetyl pyridinium chloride, and a 25% concentration of xylitol
	Restore Toothpaste	NovaMin (calcium sodium phosphosilicate)	Mint	Fluoride-free remineralizing toothpaste that repairs lost tooth minerals and strengthens teeth; designed to reduce dentinal hypersensitivity
	Natural Toothpaste	Dicalcium phosphate dihydrate	Vanilla Mint with Goji Berry	Natural toothpaste with Coenzyme Q10, vitamins, antioxidants, and a 25% concentration of xylitol; contains no preservatives, artificial ingredients, fluoride, or SLS
Dr. Fresh Inc	Dr. Ken's All Natural Maximum Care Whitening Toothpastes	Green tea extract, baking soda, papain, stevia extract, vegetable glycerin, aloe vera, carrageenan (seaweed)	Wintergreen Clean (fluoride and fluoride-free), Spearmint Cool (fluoride and fluoride-free), Cinnamon (fluoride-free only)	Fights caries, 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
Dr. Harold Katz LLC	TheraBreath Toothpaste	Sodium fluoride 0.24%	Mild Mint	Designed to control the anaerobic bacteria that cause bad breath; works instantly on bad breath; controls dry mouth symptoms; contains aloe vera for sensitive gums; SLS-free
	PerioTherapy Treatment Toothpaste	Sodium fluoride 0.24%	Peppermint	Antibacterial formula is designed to improve gingivitis, bleeding gums, and periodontal diseases; offers best results when paired with PerioTherapy Oral Rinse
	TheraBreath PLUS Toothpaste (Extra Strength)	Sodium fluoride 0.24%	Peppermint	Combines concentrated OXYD-8, zinc gluconate, CoQ10, aloe vera, xylitol, and fluoride; designed for most stubborn, chronic bad breath problems
gsk GlaxoSmithKline Consumer Healthcare	Sensodyne Fresh Impact Toothpaste	Potassium nitrate	Mint	Relieves sensitive teeth when used daily; a refreshing combination of paste and gel keeps breath smelling fresh for hours
	Sensodyne Iso-active® Toothpaste	Potassium nitrate	Multi-Action, Whitening	Gel-to-foam technology appeals to younger patients with dentinal hypersensitivity; provides all-around protection for sensitive teeth
	Sensodyne ProNamel® Toothpaste	Potassium nitrate	Mint Essence, Gentle Whitening, Fresh Breath	Formulated to help reharder acid-softened enamel and protect against dentinal hypersensitivity; high fluoride availability to aid in remineralization and resist demineralization
	Sensodyne ProNamel Iso-active Toothpaste	Potassium nitrate	Daily Protection, Gentle Whitening	Gel-to-foam technology; has an optimized fluoride formulation designed to reharder acid-softened enamel
Johnson & Johnson Healthcare Products Division of McNEIL-PPC Inc REMBRANDT LISTERINE	REMBRANDT® DEEPLY WHITE® + Peroxide Toothpaste	0.884% (w/w) sodium monofluorophosphate	Fresh Mint, Winter Mint	Whitens teeth while restoring tooth enamel; specially formulated with a rapid-release peroxide that starts working immediately on contact for visibly whiter teeth
	REMBRANDT INTENSE STAIN® Toothpaste	0.243% (w/w) sodium fluoride	Mint	Formulated with a special blend of performing micro-polishers and a strong stain-fighting ingredient that helps fight tough stains like red wine, coffee, and tobacco
	REMBRANDT GENTLE WHITE Toothpaste	0.243% (w/w) sodium fluoride	Mint	SLS- and surfactant-free; gentle formula actively restores and strengthens tooth enamel
	LISTERINE® Essential Care® Fluoride Anticavity Toothpaste (Original Gel)	0.76% (w/w) sodium monofluorophosphate	Powerful Mint	Restores enamel; freshens breath; kills bad breath germs; strengthens teeth; helps prevent caries; removes stains
	LISTERINE® Whitening® Fluoride Anticavity Toothpaste (Original Gel)	0.76% (w/w) sodium monofluorophosphate	Vibrant White® Mint	For a healthy-looking white smile; removes stains; controls tarter to help prevent stains; restores enamel; strengthens teeth; freshens breath; kills bad breath germs; helps prevent caries
The Natural Dentist	Healthy Teeth & Gums Whitening Toothpaste	0.24% Sodium fluoride	Peppermint Twist	All natural ingredients; SLS-free; contains xylitol, natural flavors, silica, aloe vera gel, and grapefruit seed extract
	Healthy Gums Fluoride-Free Toothpaste	Peppermint oil, sage oil	Peppermint Sage	All natural ingredients; SLS-free; contains xylitol, natural flavors, aloe vera gel, echinacea, goldenseal, calendula, and grapefruit seed extract
	Healthy Teeth & Gums Anticavity Toothpaste	0.24% Sodium fluoride	Peppermint Sage and Orange Zest	All natural ingredients; SLS-free; contains xylitol, natural flavors, aloe vera gel, echinacea, goldenseal, calendula, and grapefruit seed extract
Oral BioTech	CariFree CTx3 Gel	Xylitol, pH neutralization, nano-hydroxyapatite (Ca PO ₄)	Mint, Grape	Cariogenic biofilm prevention; pH neutralization; reversing bacterial selection pressure; neutralizing decay causing acids; dry mouth relief; biomimetic nano-hydroxyapatite for remineralization support; prevention/therapy for ages 0-2, 3-5, 6+
	CariFree CTx4 Gel 5000	Fluoride 1.1%, xylitol, pH neutralization, nano-hydroxyapatite (Ca PO ₄)	Mint, Citrus	Anticaries; pH neutralization; reversing bacterial selection pressure; neutralizing decay-causing acids; fluoride for remineralization; biomimetic nano-hydroxyapatite for remineralization; prevention/therapy for ages 6+
	CariFree CTx4 Gel 1100	Fluoride 0.24%, xylitol, pH neutralization, nano-hydroxyapatite (Ca PO ₄)	Mint, Citrus, Grape	Anticaries; pH neutralization; reversing bacterial selection pressure; neutralizing decay-causing acids; fluoride for remineralization; biomimetic nano-hydroxyapatite for remineralization; prevention/therapy for ages 3-5, 6+
Oravive Co	Oravive Tooth Revitalizing Paste	NovaMin	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 dentinal hypersensitivity; easy to use

Manufacturer	Product	Active Ingredients	Flavors	Unique Features
Oxyfresh.com	Power Paste	Oxygene®, zinc	Lemon Mint	Contains xylitol; unique blend of essential oils; low abrasion rate; gel formula; SLS-free; saccharin-free; dye-free; available in 5-oz size
	Fluoride Formula	Oxygene, neutral sodium fluoride	Spearmint	Essential oils; low abrasion rate; saccharin-free; dye-free; available in 5-oz or 1-oz travel sizes
	Original Formula (Ultimate Cosmetic Formula)	Oxygene	Spearmint	Essential oils; low abrasion rate; safe to use on restorations; saccharin-free; dye-free; available in 5-oz or 1-oz travel sizes
Philips Oral Healthcare PHILIPS Philips Oral Healthcare <i>formerly Discus Dental</i>	Fluoridex Daily Defense 1.1% Neutral Sodium Fluoride Toothpaste	5,000 ppm Sodium fluoride	Cool Mint, Fresh Fruit	Offers patients maximum professional-strength fluoride with the consistency and taste of regular over-the-counter toothpaste; available in 4-oz tubes and two flavors
	Fluoridex Daily Defense 1.1% Sodium Sensitivity Relief Fluoride Toothpaste	5,000 ppm Sodium fluoride, potassium nitrate	Cool Mint	Combines maximum-strength fluoride with 5% potassium nitrate for sensitivity relief; available in 4-oz tubes
	Fluoridex Daily Defense 1.1% Sodium Sensitivity Relief SLS-Free Fluoride Toothpaste	5,000 ppm Sodium fluoride, potassium nitrate	Cool Mint	Provides maximum fluoride protection with 5% potassium nitrate; SLS-free to prevent irritation of oral mucosa; available in 4-oz tubes
	Fluoridex Daily Defense 1.1% Sodium Fluoride toothpaste, Enhanced Whitening	5,000 ppm Sodium fluoride	Cool Mint	Professional-strength fluoride dentifrice with the added benefit of whitening; available in 4-oz tubes
	BreathRx Purifying Toothpaste (Original Formula)	1,100 ppm Sodium fluoride, zinc	Clean Mint	Purifying blue gel toothpaste; zinc neutralizes gases that cause bad breath; available in 4-oz tubes
	BreathRx Purifying Toothpaste (Enhanced Whitening Formula)	1,100 ppm Sodium fluoride, zinc	Clean Mint	Purifying blue gel toothpaste; zinc neutralizes gases that cause bad breath; provides the additional benefit of whitening; available in 4-oz tubes
Plak Smacker 	Great White Shark Anti-Cavity Fluoride Gel	Sodium fluoride	Cool Berry	Sodium fluoride paste has no added sugar and is packaged in both 0.85-oz and 4.2-oz tubes
	Dino Anti-Cavity Fluoride Gel	Sodium fluoride	Bubble Gum	Sodium fluoride paste has no added sugar and is packaged in both 0.85-oz and 4.2-oz tubes
	MintBlast™ Anti-Cavity Fluoride Toothpaste	Sodium fluoride	Cool Mint	Comes in a convenient 1-oz tube — the perfect size for travel
	Spiffies I Can Brush Tooth Gel	Xylitol	Grape, Strawberry	This easy to use gel is rich with xylitol and has a great taste children will love; available in 4-oz bottles
Procter & Gamble <i>P&G Professional Oral Health</i>	Crest PRO-HEALTH Clinical Gum Protection	0.454% Stannous fluoride (0.16% w/v fluoride ion)	Soothing Smooth Mint	Helps reverse gingivitis in 4 weeks; Crest's highest level of antibacterial protection
	Crest PRO-HEALTH Sensitive + Enamel Shield	0.454% Stannous fluoride (0.16% w/v fluoride ion)	Smooth Mint	Treats open tubules, the primary cause of dentinal hypersensitivity; active ingredient helps shield teeth from sensitivity pain and acid attack
	Crest Sensitivity Clinical Sensitivity Relief	0.243% Sodium fluoride, 5% potassium nitrate	Minty Fresh Paste	Helps relieve pain associated with sensitive teeth
	Crest 3D White Luxe Glamorous White	0.243% Sodium fluoride	Vibrant Mint	Removes up to 90% of surface stains in 5 days; shines to brighten in just 1 day
	Crest Complete Whitening+Deep Clean	0.243% Sodium fluoride	Effervescent Mint	Provides a deeper clean feeling throughout the mouth
	Crest PRO-HEALTH For Me	0.243% Sodium fluoride (0.16% w/v fluoride ion)	Minty Breeze	Helps prevent caries and freshens breath with a taste kids will love
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®	Stabilized chlorine dioxide	Mild Mint	Available in two formulas: a new fluoride formula and the original fluoride-free formula; SLS-free; low abrasivity
Sultan Healthcare 	Topex ReNew Toothpaste	5,000 ppm Sodium fluoride	Mint	5,000 ppm fluoride and NovaMin, a bio-available calcium phosphate; gentle; cleans 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 Fluoride Toothpaste	Sodium monofluorophosphate	Peppermint, Spearmint, Wintermint, Cinnamon-Clove	Natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
	Natural Cavity Protection Fluoride Toothpaste	Sodium monofluorophosphate	Silly Strawberry (for children), Orange-Mango (for children), Peppermint Baking Soda, Spearmint	Earned ADA Seal of Acceptance; real fruit flavors and natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
	Simply White Fluoride Toothpaste	Sodium fluoride	Clean-Mint, Sweet-Mint	Earned ADA Seal of Acceptance; uses naturally sourced silica to help whiten; natural mint flavors; no artificial sweeteners, preservatives or colors; not tested on animals
Ultradent Products Inc	Opalescence Whitening Toothpaste	0.25% Sodium fluoride	Cool Mint	Quick and efficient fluoride release; low-abrasion formula protects enamel while removing surface stains
	Opalescence PF Whitening Toothpaste	0.25% Sodium fluoride, 5% potassium nitrate	Vanilla Mint	Contains potassium nitrate and fluoride for sensitive teeth; SLS-free; low-abrasion formula protects enamel while removing surface stains
	Opalescence + Whitening Toothpaste	0.25% Sodium fluoride, xylitol	Spearmint	Contains xylitol; low-abrasion formula protects enamel while removing surface stains
Xlear Inc	Spry Peppermint Toothpaste	Xylitol, calcium glycerophosphate	Peppermint	High xylitol content; contains aloe vera gel, calcium glycerophosphate for remineralization and moisturization
	Spry Cinnamon Toothpaste	Xylitol	Cinnamon	Mint-free; no menthol
	Spry Spearmint Toothpaste	Xylitol, sodium fluoride	Spearmint	Helps prevent plaque and tooth decay, controls tartar
Zila Inc, a TOLMAR Co	ProDenRx® 1.1+ Neutral Sodium Fluoride Brush-On Dentifrice	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral dentifrice gel	Mint, Red Berry/Berry Fresh, Cherry Limeade	Only available through dental professionals; dye-free; gluten-free; combines high-potency fluoride with low-abrasive silica for a one-step brushing treatment
	ProDenRx 1.1+ Neutral Sodium Fluoride Brush-On Gel	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral aqueous gel	Mint, Red Berry/Berry Fresh, Cherry Limeade	Only available through dental professionals; dye-free; gluten-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 buildup