



PERSONAL CARE

ULTRASHINE RADIANCE® TOOTHPASTE

For healthy teeth and gums, and fresher breath

DESCRIPTION

Fluoride is toxic to the body—just check out the warning label printed on tubes of fluoride toothpaste, which tells you to call the poison control center if you ingest the toothpaste. Unfortunately, many people swallow a small amount of toothpaste while brushing their teeth. In addition, the harsh abrasion agents contained in many types of toothpaste can wear down tooth enamel over time.

UltraShine Radiance® Toothpaste promotes healthy teeth and gums without using fluoride or harsh abrasion agents. This toothpaste contains casein, a naturally occurring protein in teeth and a safe alternative to fluoride. It helps you clean your teeth naturally and effectively. Plus, natural peppermint helps freshen your breath, keeping your mouth feeling clean long after you brush.



BENEFITS

- Supports healthy teeth and gums
- Freshens breath
- Doesn't contain fluoride or sugar

KEY INGREDIENTS

- *Casein*—A naturally occurring protein in teeth.
- *Calcium glycerophosphate*—Supports healthy teeth, most likely by increasing calcium and phosphorus levels surrounding the teeth.²
- *Hydrated silica*—Fine, low-abrasive, water-soluble particles that remove film and debris on tooth enamel surfaces, leaving you with teeth that look and feel clean.
- *Natural peppermint flavoring*—Essential oil of peppermint freshens breath.
- *Xylitol*— A nonnutritive sweetener that is noncariogenic (doesn't cause cavities).
- *Sucralose*—A noncaloric sweetener made from sugar and with a similar taste.

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NEWAYS
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(continued)

This is a special low abrasive toothpaste that is uniquely effective and gentle for the whole family.

DIRECTIONS: Apply a drop of toothpaste on a dry toothbrush. Starting at the gums, brush over each tooth. Expectorate and rinse well with ELIMINATOR™ mouthwash.

INGREDIENTS: Sorbitol, hydrated silica, purified water, sodium coco sulfate, xylitol, peppermint oil, calcium glycerophosphate, cellulose gum, sodium chlorite (stabilized chlorine dioxide), hydrolyzed casein, sucralose, chlorophyllin-copper complex.

Ce dentifrice moins abrasif est sûr et doux pour toute la famille.

MODE D'EMPLOI: Appliquer une goutte de dentifrice sur une brosse à dents sèche. En partant des gencives, brosser chaque dent. Expectorer et bien rincer avec le rince-bouche ELIMINATOR™.

INGRÉDIENTS: Sorbitol, silice hydratée, eau purifiée, sulfate sodique d'huile de coco, xylitol, essence de menthe, glycérophosphate de calcium, gomme de cellulose, chlorite de sodium (bioxyde de chlore stabilisé), caséine hydrolysée, sucralose, complexe de chlorophylline-cuivre.

Made, used, and sold pursuant to license under U.S. Patent Number 4,689,215 and related to U.S. and foreign Patents.

Fabriqué, utilisé, et vendu conformément à l'autorization de U.S. Patent numéro 4,689,215 ayant trait aux brevets d'inventions étrangers at américains.

**Promoting Safety-Conscious
Formulas Worldwide**

**Pour des Formules Sécuritaires
Partout dans le Monde**

SOURCE CITATIONS

1. Herod EL. "The effect of cheese on dental caries: a review of the literature." Australian Dental Journal 1991;36(2):120-25.
2. Forward GC. "Non-fluoride anticaries agents." Adv Dent Res. 1994;8(2):208-14.



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