



# PERSONAL CARE

## RADIANCE® TOOTHPASTE

*Safe, effective dental care*

### DESCRIPTION

Radiance® Toothpaste supports dental health and hygiene by providing gentle, effective cleansing power that is safe to use.

Unlike most other name-brand toothpastes, Radiance® Toothpaste doesn't contain sugar or fluoride. Sugar, of course, leads to tooth decay and is counterproductive in a toothpaste. Fluoride is toxic to the body—just check out the warning labels printed on mainstream tubes of toothpaste. These labels tell you to call the poison control center if you ingest the toothpaste. This is particularly troublesome when someone inadvertently swallows a small amount of toothpaste at each brushing.

Radiance® cleans your teeth with stabilized chlorine dioxide, a nonabrasive cleaner that dissolves food films and supports your dental health.

When it comes to dental health, not all toothpastes are created equal. With Radiance® Toothpaste, you'll enjoy a healthier smile without having to worry about potentially harmful ingredients.

### BENEFITS

- Free of fluoride and sugar
- Supports the health of teeth and gums without harsh, abrasive agents that may sand down tooth enamel
- Dissolves food film on teeth and supports dental health

### KEY INGREDIENT

- *Stabilized chlorine dioxide*—An oxidizing chemical shown to support dental health and hygiene.<sup>1</sup>

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## RADIANCE® TOOTHPASTE

(continued)

This is a special cleaning formula that is safe and gentle for the entire family.

**DIRECTIONS:** Apply a small amount of toothpaste on a dry toothbrush. Starting at the gums, brush over each tooth. Expectorate and rinse well with Eliminator Mouthwash. For best results, do not use with water.

**INGREDIENTS:** Sorbitol, purified water, glycerin, hydrated silica, sodium lauroyl sarcosinate, sodium chlorite (stabilized chlorine dioxide), cellulose gum, flavor, sodium laurate.

This product has not been shown to be effective in the treatment or prevention of gingivitis.

*C'est une formule spéciale de nettoyage qui est sûre et douce pour toute la famille.*

**MODE D'EMPLOI:** Appliquer une goutte de dentifrice sur une brosse à dents sèche. Brossez chaque dent, en débutant par les gencives. Expectorer et rincer bien, avec le rince-bouche Eliminator. Pour meilleurs résultats, ne pas utiliser avec de l'eau.

**INGRÉDIENTS:** Sorbitol, eau purifiée, glycérine, silice hydratée, sarcosinate de lauroyl sodique, chlorite de sodium (dioxyde de chlore stabilisé, gomme de cellulose, parfum, laurate de sodium).

*Ce produit n'a pas été testé pour son efficacité en tant que traitement ou prévention contre la gingivite.*

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

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

### SOURCE CITATIONS

1. Forward, GC. "Non-fluoride anticaries agents." Adv Dent Res. 1994;8(2):208-14.



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