

AP 24® WHITENING FLUORIDE TOOTHPASTE



SYSTEM OVERVIEW

The AP 24 Oral Care System is a unique, scientific line of oral health care products that helps provide anti-plaque protection.

PRODUCT OVERVIEW

Brightens and whitens teeth. AP 24 Whitening Fluoride Toothpaste lightens teeth without peroxide while preventing cavities and plaque formation. This gentle, vanilla mint formula freshens breath and provides a clean, just-brushed feeling that lasts all day.

PRODUCT BENEFITS

- Lightens teeth without peroxides.
- Provides a long-lasting, smooth, clean, fresh-mouth feeling.
- Features a refreshing, vanilla-mint flavor.

KEY INGREDIENTS

- AP 24—a plaque-fighting agent of medical-grade dimethicone and surfactants. AP 24 is a long chain that can wrap around teeth and hold tightly to leave your mouth feeling slicker and fresher longer.
- Proprietary blend of hydrated silica and aluminum hydroxide—a unique combination of mild abrasives that polishes and smoothes teeth without eroding enamel.
- Sodium monofluorophosphate—approved form of fluoride that can be used to fight cavities.

USAGE/APPLICATION

Adults and children 6 years of age and older: brush teeth thoroughly, preferably after each meal, at least twice a day or as directed by a dentist or physician.

WARNING: Keep out of reach of children under 6 years of age. Supervise children as necessary to prevent swallowing. Consult a dentist or physician before using on children under 2 years of age.

TESTED RESULTS

A stain reduction test was performed to determine the percent increase in tooth brightness. The whitening effects were measured after brushing with toothpaste. AP 24 Whitening Fluoride Toothpaste resulted in a 63 percent increase in tooth brightness.

FREQUENTLY ASKED QUESTIONS

What makes Nu Skin's whitening technology different?

- **No peroxides**—they have the potential to cause tooth and gum sensitivity.
- **No harsh abrasives**—they remove stains, but erode and scratch teeth.

Will AP 24 Whitening Fluoride Toothpaste make my teeth whiter than they are naturally?

No. AP 24 Whitening Fluoride Toothpaste is not an oxidizing, bleaching agent. However, if your teeth are stained, darkened, or soiled from various foods, tobacco, or drinks, AP 24 Whitening Fluoride Toothpaste will quickly remove the stains and return your teeth to their light, natural color.

COMPLEMENTARY PRODUCTS

- **AP 24 Anti-Plaque Fluoride Toothpaste**—prevents plaque buildup. This cavity-fighting formula features a plaque fighting agent that helps remove plaque and debris as you brush. The gentle formula freshens breath with vanilla mint and leaves a clean, fresh-mouth feeling that lasts all day.
- **AP 24 Anti-Plaque Fluoride Mouthwash**—fights plaque using AP 24 technology without the concerns of alcohol. Leaves a long-lasting fresh, clean mouth.

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- AP 24 Anti-Plaque Breath Spray—fights plaque build-up while freshening breath in a convenient alcohol-free spray.
- AP 24 Anti-Plaque Toothbrush—An exclusive, plaque-removing toothbrush that works with the AP 24 system of oral care products, designed to promote superior dental health care, including the removal and prevention of plaque build-up. The AP 24 Anti-Plaque Toothbrush incorporates an exclusive channel bristle technology that helps remove 15–30% more plaque from tooth surfaces than other round bristle toothbrushes.

INGREDIENTS

Active Ingredient: Sodium Monofluorophosphate .76% (0.13% w/v fluoride ion).

Inactive Ingredients: Water (Aqua), Hydrated Silica, Sorbitol, Aluminum Hydroxide, Glycerin, Tetrasodium Pyrophosphate, PEG-12, Dimethicone*, Poloxamer 338*, Poloxamer 407*, Cellulose Gum, Titanium Dioxide (CI 77891), Sodium Saccharin, Sodium Lauryl Sulfate, Flavor (Aroma).

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*AP 24 is an ultra-emulsion of medical grade, high molecular weight Dimethicone and the surfactants Poloxamer 338 and Poloxamer 407 that helps to remove plaque during brushing and helps reduce plaque buildup.

