

# AP 24® WHITENING FLUORIDE-FREE TOOTHPASTE



## PRODUCT OVERVIEW

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

## BENEFITS

- Lightens teeth without peroxides.
- Provides a long-lasting, smooth, clean, fresh-mouth feeling.
- 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 smooths teeth without eroding enamel.

## 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.

## FREQUENTLY ASKED QUESTIONS

**What is the difference between AP 24 Whitening Fluoride Toothpaste and AP 24 Whitening Fluoride-Free Toothpaste?** AP 24 Whitening Fluoride-Free Toothpaste is formulated just like AP 24 Whitening Fluoride Toothpaste, just without the fluoride.

**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-Free Toothpaste make my teeth whiter than they are naturally?**

No. AP 24 Whitening Fluoride-Free 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-Free Toothpaste will quickly remove the stains and return your teeth to their light, natural color.

## COMPLEMENTARY PRODUCTS

- **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

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

\* 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.