

We Didn't Jump on the Alcohol-Free, Dye-Free Bandwagon ...

We **Pioneered** It.



Clinically Proven Formulas Patients Can Count On:



Maximum Strength Line

- ↑ 2x Oxygene® and Zinc
- Maximum Halitosis Control
- Refreshing Lemon Mint Essential Oil & SLS-Free



Pro Formula Line

- **TOSMETIC Support**
- **T** Enamel Protection
- Zinc & LightPeppermint Essential Oil



Cavity-Fighting Line

- **77** Cavity Protection
- **7** Reduces Sensitivity
- Non-Staining Neutral Sodium Fluoride

























