

**PLUS WHITE COFFEE DRINKERS WHITENING- sodium monofluorophosphate paste  
CCA Industries, Inc.**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

-----

**Plus White Coffee Drinkers Whitening**

**Drug Facts**

**Active ingredients**

Sodium Monofluorophosphate (0.15% w/v fluoride ion)

**Purpose**

Anticavity whitening toothpaste

**Use**

Aids in the removal of stains and prevention of dental decay.

**Warnings**

under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Keep out of reach of children**

under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Directions**

- This toothpaste is formulated for adults 18 and over who drink coffee - It should not be utilized by children under 18 years old without consulting a dentist or physician
- Brush teeth thoroughly, preferably after each meal, or at least twice a day, or when new stains are apparent.

**Inactive ingredients**

Sorbitol, Water (Aqua), Hydrated Silica, Dicalcium Phosphate, Glycerin, Sodium Lauryl Sulfate, PVM/MA Copolymer, Flavor, Cellulose Gum, Titanium Dioxide, Trisodium Phosphate, Sodium Saccharin.

**Questions or comments?**

Call Toll Free 1-800-595-6230 - [www.pluswhite.com](http://www.pluswhite.com)

**Package Labeling:**

# Coffee Drinkers' Whitening Toothpaste



## Plus+White®

THE COFFEE DRINKERS' WHITENING TOOTHPASTE

Helps Remove Plaque to Control Tartar



**REMOVES  
COFFEE STAINS  
FAST**

## Plus+White®

THE COFFEE DRINKERS' WHITENING TOOTHPASTE

Fluoride Protection • Cool Mint Flavor



**REMOVES  
COFFEE STAINS  
FAST**

Net Wt 3.5 oz/100g

## Plus+White®

THE COFFEE DRINKERS' WHITENING TOOTHPASTE

Fluoride Protection • Cool Mint Flavor  
Helps Remove Plaque to Control Tartar

**MONEY BACK  
GUARANTEE**  
Complete details  
available at  
[www.pluswhite.com](http://www.pluswhite.com)



**Drug Facts**

**Purpose**  
Sodium Monofluorophosphate (0.15% w/v fluoride by weight).....Anticavity whitening to outpaste

**Active Ingredients**

**Use** Add to the removal of stains and prevention of dental decay

**Warnings** Keep out of reach of children under 6 years of age. If more than used for brushing accidentally swallowed get medical help or contact a Poison Control Center right away.

**Directions** • This toothpaste is formulated for adults 18 and over who drink coffee. It is not to be used by children under 18 years of age. It is not to be used for rinsing or as a mouthwash. • Brush teeth thoroughly, preferably after each meal or at least twice a day, or when new stains are apparent.

**Inactive ingredients** Sorbitol, Water (Aqua), Hydrated Silica, Dibutyl Tin Diphosphate, Glycerin, Sodium Lauryl Sulfate, Polyvinylpyrrolidone, Flavor, Calcium Hydroxide, Cellulose Gum, Titanium Dioxide, Triethyl Citrate, Sodium Saccharin.

© 2016 Plus White LLC. All rights reserved. For more information, visit [www.pluswhite.com](http://www.pluswhite.com).

Manufactured in the USA for CCA Industries, Inc.  
200 Murray Hill Parkway, E. Rutherford, NJ 07073 USA  
PM-C-NA  
1-800-4-016

You love coffee, but it can stain your teeth, leaving them brownish and dull. That's why Plus+White Coffee Drinkers' Whitening Toothpaste contains a special combination of stain-removers, precisely formulated to remove the stains and yellowing caused by coffee, to provide whiter and brighter teeth.

Coffee Drinkers' Whitening Toothpaste also helps remove plaque to control tartar and provides fluoride protection against cavities. And its cool, minty flavor refreshes stale "coffee breath" for hours.

Now you can enjoy your coffee and let Plus+White remove the stains! Removing Stains, Whitening Teeth is Plus+White's Business.

**REMOVES  
COFFEE STAINS  
FAST**

## Plus+White®

THE COFFEE DRINKERS' WHITENING TOOTHPASTE

THE TOOTHPASTE FORMULATED  
WITH SPECIAL STAIN REMOVERS  
RECOMMENDED FOR COFFEE DRINKERS  
Contains no artificial  
#27224-016



**REMOVES  
COFFEE  
STAINS  
FAST**

**Net Wt 3.5 oz/100g • Fluoride Protection • Helps Remove Plaque to Control Tartar**

BACKGROUND COLOR ONLY - NO COPY

**Active ingredient** Sodium Monofluorophosphate (0.15% w/v fluoride ion)

**Use** Aids in the removal of stains and prevention of dental decay

**Warnings** • Keep out of reach of children under 6 years of age • If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Directions** • This toothpaste is formulated for adults 18 and over who drink coffee • It should not be utilized by children under 18 years old without consulting a dentist or physician • Brush teeth thoroughly, preferably after each meal, or at least twice a day, or when new stains are apparent.

Dist. by: CCA Industries, Inc.  
200 Murray Hill Pkwy., E. Rutherford, NJ 07073 USA  
27224 03-3 PW-U-NE

Questions or comments?  
Call Toll Free 1-800-595-6230 • [www.pluswhite.com](http://www.pluswhite.com)

## PLUS WHITE COFFEE DRINKERS WHITENING

sodium monofluorophosphate paste

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:6 1543-7224
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
ANHYDROUS DIBASIC CALCIUM PHOSPHATE (UNII: L11K75P92J)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	

CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:61543-7224-3	1 in 1 PACKAGE	06/12/2010	
1		100 g in 1 PACKAGE; Type 0: Not a Combination Product		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part355	06/12/2010	

**Labeler** - CCA Industries, Inc. (106771041)

### Establishment

Name	Address	ID/FEI	Business Operations
Sheffield Pharmaceuticals LLC		151177797	manufacture(61543-7224)

Revised: 9/2020

CCA Industries, Inc.