

LUMINOUS WHITE WITH ACTIVATED CHARCOAL CWLT- sodium fluoride paste, dentifrice

Tom's of Maine, 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.

Luminous White® with Activated Charcoal CWLT

Drug Facts

Active ingredient

Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Purpose

Anticavity

Use

helps protect against cavities

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 dial (412) 390-3381 right away (Poison Control Center).

Directions

adults and children 2 years of age and older	brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician
children 2 to 6 years	use only a pea-sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

Inactive ingredients

water, hydrated silica, glycerin, sorbitol, xylitol, natural flavor, sodium lauryl sulfate, charcoal powder, xanthan gum, carrageenan.

Questions?

1-800-FOR-TOMS (1-800-367-8667)

PRINCIPAL DISPLAY PANEL - 113 g Tube Carton

new

SINCE 1970

Tom's®

OF MAINE

with fluoride | natural

LUMINOUS WHITE®

anticavity toothpaste
with activated charcoal

gently whitens teeth
safe for enamel

wintergreen

4.0 OZ (113 g)

new



natural
with fluoride

LUMINOUS
WHITE®

ant cavity toothpaste
with activated charcoal

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safe for enamel

wintergreen

4.0 OZ (113 g)

what's inside matters®

We've been making safe and effective natural personal care products for you and your family since 1970! It all started when Tom and Kate Chappell moved to Maine. They couldn't find natural products for their children that supported their healthy lifestyle, so they made their own. This passion and pioneering spirit lives on at Tom's of Maine today. Our Stewardship Model, with standards for natural, sustainable, and responsible, guides every decision we make about our ingredients, processing, and packaging. To learn more about our Stewardship Model, and what "natural" means at Tom's of Maine visit www.tomsofmaine.com.

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Kennebunk, ME 04043 USA

What makes a product natural and good? At Tom's, it includes how we make it.



No animal testing.



We share every ingredient, its purpose, and its source at www.tomsofmaine.com.



Sustainable practices are a priority in every aspect of our business.



No artificial colors, flavors, fragrance, or preservatives.



We strive to maximize recycled content and recyclability of our packaging.



5% (12 days) of employee time to volunteering. 10% of profits to human and environmental goodness.

new



4.0 OZ (113 g)

with fluoride | natural

LUMINOUS WHITE®

ant cavity toothpaste
with activated charcoal

gently whitens teeth
safe for enamel

wintergreen

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Certified



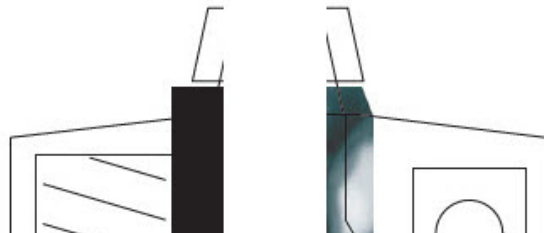
GLUTEN-FREE

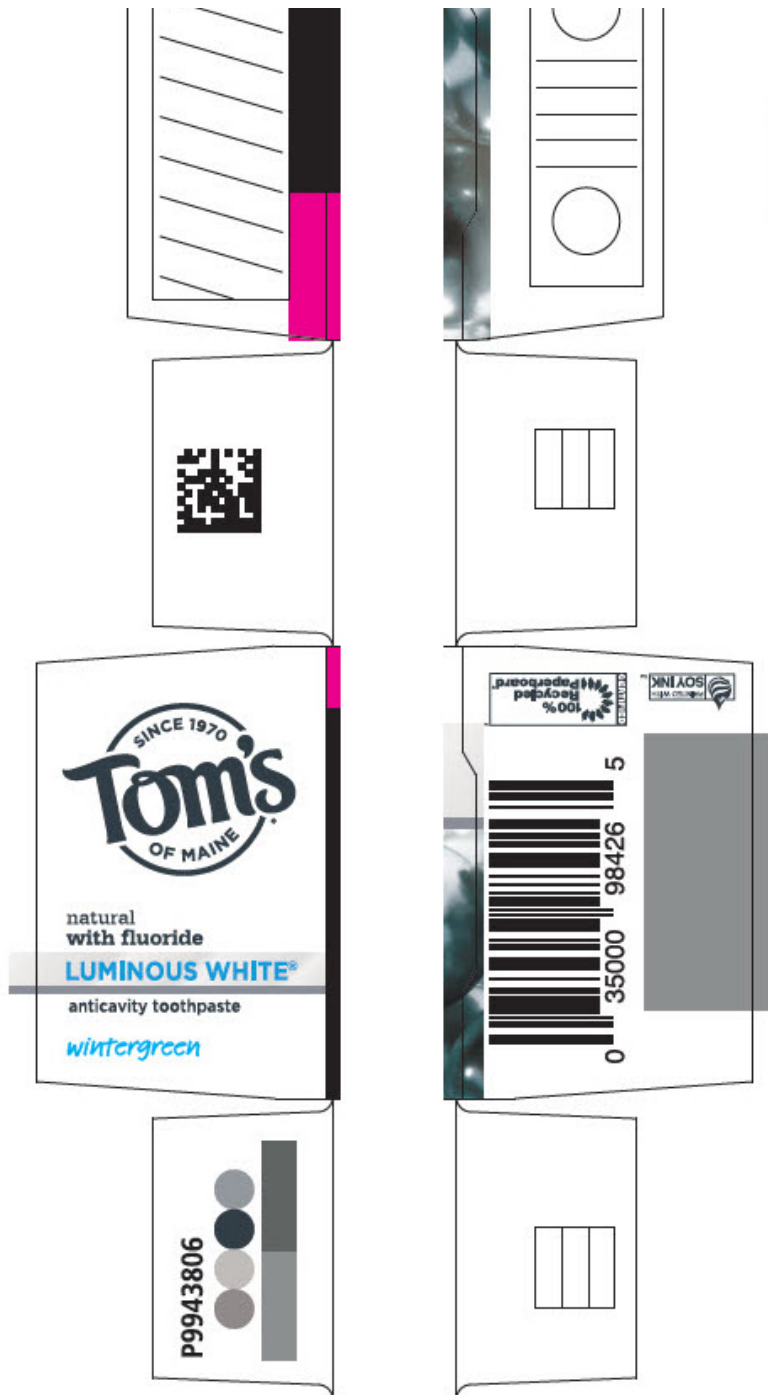
BPA-Free Tube

We've switched to a recyclable tube! Learn more at www.tomsofmaine.com



Recycle box separately.





LUMINOUS WHITE WITH ACTIVATED CHARCOAL CWLT

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:51009-914
Route of Administration	ORAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
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SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION | 0.0015 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITOL (UNII: 506T60A25R)	
XYLITOL (UNII: VCQ006KQ1E)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
ACTIVATED CHARCOAL (UNII: 2P3VWUJ3H10)	
XANTHAN GUM (UNII: TTV12P4NEE)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	

Product Characteristics

Color	BLACK	Score	
Shape		Size	
Flavor	WINTERGREEN	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:51009-914-40	1 in 1 CARTON	11/11/2020	07/26/2024
1		1 in 1 TUBE; 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	11/11/2020	07/26/2024

Labeler - Tom's of Maine, Inc. (052764354)

Registrant - Colgate-Palmolive Company (068693167)

Revised: 11/2020

Tom's of Maine, Inc.