

**ESSENTIALS WHITEN AND STRENGTHEN- sodium fluoride 0.24% paste,
dentifrice
Church & Dwight Co., Inc.**

Arm and Hammer Essentials Whiten and Strengthen

Sodium fluoride 0.24%

Anticavity toothpaste

Use aids in the prevention of dental decay

Do not use if irritation occurs and persists

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

- do not swallow
- supervise children as necessary until capable of using without supervision
- rinse away toothpaste residue thoroughly after brushing

adults and children 2 years and older - brush teeth thoroughly after meals or at least twice a day, or use as directed by a dentist or physician

children under 6 years - instruct in good brushing and rinsing habits (to minimize swallowing)

children under 2 years - ask a dentist or physician

sodium bicarbonate (baking soda), PEG-8, hydrated silica, glycerin, calcium sulfate, flavor, sodium methyl cocoyl taurate, potassium phosphate, sodium carbonate, xanthan gum, rebaudiana A (stevia leaf extract)

Questions or Comments? Call **1-800-786-5135** Mon.-Fri. 9am-5pm ET or visit **www.myoralcare.com**

NEW!

ARM AND HAMMER

THE STANDARD OF PURITY

Essentials

FLUORIDE TOOTHPASTE

WHITEN AND STRENGTHEN

2 SHADES WHITER TEETH AND

2X STRONGER ENAMEL

FREE OF

Artificial Sweeteners

Sodium Lauryl Sulfate

Preservatives

Parabens

Dyes

powered by

100% NATURAL

BAKING SODA

FRESH MINT

NET WT 4.3 OZ. (121G)



ESSENTIALS WHITEN AND STRENGTHEN

sodium fluoride 0.24% paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:10237-672
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.4 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
XANTHAN GUM (UNII: TTV12P4NEE)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CALCIUM SULFATE (UNII: WATODDB505)	
SODIUM CARBONATE (UNII: 45P3261C7T)	
POTASSIUM PHOSPHATE, UNSPECIFIED FORM (UNII: B7862WZ632)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
STEVIA REBAUDIANA WHOLE (UNII: 6U422Y08O2)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM BICARBONATE (UNII: 8MDF5V39QO)	
METHYL SALICYLATE (UNII: LAV5U5022Y)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-672-43	1 in 1 CARTON	12/01/2019	
1		121 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:10237-672-09	1 in 1 CARTON	12/01/2019	10/31/2024
2		25 g 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 Drug	M021	12/01/2019	

Labeler - Church & Dwight Co., Inc. (001211952)

Establishment

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	manufacture(10237-672)

Revised: 10/2024

Church & Dwight Co., Inc.