

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

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:Q80VPU4080)	SODIUM FLUORIDE	2.4 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
XANTHAN GUM (UNII: TTV12P4NEE)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CALCIUM SULFATE, UNSPECIFIED FORM (UNII: WAT0DDB505)	
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	
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 final	part355	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: 1/2023

Church & Dwight Co., Inc.