

**PLUS WHITE XTRA 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 Xtra Whitening

Drug Facts

Active ingredient

Sodium Monofluorophosphate 0.884% (0.15% w/v Fluoride ion)

Purpose

Anticavity whitening toothpaste

Use

Aids in the prevention of dental cavities and removal of stains

Warnings

- 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

- **Adults and children 2 years and older**
- Brush teeth thoroughly after each meal, or at least twice a day, or as directed by a dentist or physician
- to minimize swallowing for children under 6, use a pea-sized amount and supervise brushing until good habits are established
- children under 2 years ask a dentist or physician.

Inactive ingredients

Hydrated Silica, Sorbitol, Water (Aqua), Dicalcium Phosphate, Glycerin, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Titanium Dioxide,

Trisodium Phosphate, PVM/MA Copolymer, Sodium Saccharin, Blue 1 (CI 42090).

Questions or comments? Call Toll Free 1-800-595-6230 - www.pluswhite.com

Package Labeling:

**Now! XTRA Whiteners
Remove Stains Fast**



Fluoride Protection

**XTRA
WHITENING**

Specially Formulated to Remove:

Coffee

Tea

Wine

Tobacco

& Other Tough Stains!

EVERY DAY WHITENING TOOTHPASTE

With Tartar Control*

Specially Formulated to Remove:

Coffee

Tea

Wine

Tobacco

& Other Tough Stains!



Net Wt 3.5 oz/100g

Fluoride Protection

**XTRA
WHITENING**

Cool Mint Paste



**XTRA
WHITENING**

**MONEY BACK
GUARANTEE**
Complete details
available at
www.pluswhite.com



Manufactured in the USA for: CCA Industries, Inc., 200 Murray Hill Pkwy., E. Rutherford, NJ 07073 USA
27243X-01G PW-B-NA

Directions • Adults and children 2 years and older • Brush teeth thoroughly after each meal, or at least twice a day, or as directed by a dentist or physician • to minimize staining for children under 6, use a pea-sized amount and supervise brushing until good habits are established • children under 2 years ask a dentist or physician.

Inactive ingredients Hydrated Silica, Sorbitol, Water (Aqua), Dicalcium Phosphate, Glycerin, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Titanium Dioxide, Trisodium Phosphate, Polyvinylpyrrolidone, Sodium Saccharin, Blue 1 (CI 42090).

Questions or comments? Call Toll Free 1-800-595-6230 • www.pluswhite.com

Drug Facts

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 Poison Control Center right away.

Use Aids in the prevention of dental cavities and removal of stains.

Active ingredient Sodium Monofluorophosphate (0.084% (w/v Fluoride ion)....Anticavity whitening toothpaste

Purpose

MONEY BACK GUARANTEE
SEE BOTTOM OF BOX FOR DETAILS.
Contains no animal fat.



Leaves Your Whole Mouth
Feeling Fresh and Clean



Helps Remove Plaque
to Control Tartar



Double Action Stain Removers
Polish Away Tough Stains

XTRA Whitening for Whiter, Brighter Teeth, Fast!

Plus White's be-of-the-art double action stain removers work like no ordinary toothpaste to remove coffee, tea, tobacco, wine and other food and surface stains. The result? Your teeth will look shades whiter and brighter. Guaranteed.

*Plus White toothpaste also helps remove plaque to control tartar. In addition, the fluoride works to protect your teeth against cavities, while the long-lasting minty taste leaves your mouth feeling refreshed every time you brush.

**XTRA
WHITENING**



#27243X-01G

For best results squeeze tube from bottom

Net Wt 3.5 oz/100g



XTRA Whitening for Whiter, Brighter Teeth, Fast!

▶ Specially Formulated to Remove:

- Coffee
 - Tea
 - Wine
 - Tobacco
- & Other Food Stains!

▶ Helps Remove Plaque to Control Tartar

▶ Fights Cavities

Active ingredient Sodium Monofluorophosphate 0.884% (0.15% w/v Fluoride ion)

Use Aids in the prevention of dental cavities and removal of stains.

Warnings Keep out of the reach of children under 6 years of age • In case of accidental ingestion, seek professional assistance or contact a Poison Control Center immediately.

Directions • Adults and children 2 years and older: brush teeth thoroughly after meals or at least twice a day, or as directed by a dentist or physician • To minimize swallowing for children under 6, use a peasized amount and supervise brushing until good habits are established • Children under 2 years: Consult a dentist or physician.



Dist. by: CCA Industries, Inc., E. Rutherford, NJ 07073 USA
27243X-03-3C PW-H-NA

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PLUS WHITE XTRA WHITENING

sodium monofluorophosphate paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:6 1543-7243
Route of Administration	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
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
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)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:61543-7243-3	1 in 1 BOX	06/11/2010	
1		100 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	06/11/2010	

Labeler - CCA Industries, Inc. (106771041)

Revised: 9/2020

CCA Industries, Inc.