

Focus on TOOTHPASTE

Toothpaste offers myriad benefits to oral health. From promoting tooth remineralization and alleviating the pain associated with dentinal hypersensitivity to addressing stains and improving oral malodor, toothpaste remains one of the most important components of an effective oral self-care regimen.

Dimensions of Dental Hygiene's annual toothpaste table provides a reference guide that details the dentifrices offered by companies in this market segment. Comprising brands and products from more than 30 companies worldwide, this table is designed to inform oral health professionals about each product's unique benefits, active ingredients, formulation, and flavors.

A toothpaste formulation exists for every patient. Though composition varies, the goal of these products is the same: to remove plaque from the dentition and to deliver agents to support oral health and prevent oral diseases. It is up to oral health professionals to use their knowledge to help patients choose the best product for their oral health status.

Editor's Note: The information that appears on the following pages includes most of the toothpastes on the market in the United States. While every attempt has been made to be as comprehensive as possible, there may be inadvertent product omissions.

MANUFACTURER	PRODUCT	ACTIVE INGREDIENTS	FLAVORS	UNIQUE FEATURES
3M Oral Care	Clinpro™ 5000 1.1% Sodium Fluoride Anti-Cavity Toothpaste	Sodium fluoride (5,000 ppm fluoride ion)	Vanilla mint, bubble gum, spearmint	Delivers high levels of fluoride to the tooth; contains functionalized tri-calcium phosphate; aids in caries prevention; helps strengthen enamel and reverse white spot lesions; remineralizes lesions throughout, not just on the surface
	Clinpro Tooth Crème 0.21% Sodium Fluoride Anti-Cavity Toothpaste	Sodium fluoride (950 ppm fluoride ion)	Vanilla mint	Contains functionalized tri-calcium phosphate; aids in caries prevention; helps strengthen enamel and reverse white spot lesions; remineralizes lesions throughout, not just on the surface
Archtek Inc	Toothpaste Tablets™	Natural cranberry extract, xylitol, sodium bicarbonate, calcium hydroxyapatite	Cool mint	Unit-dose dispenses the perfect amount of toothpaste; increases oral pH to prevent the formation of bacteria; 100% recyclable packaging; travel friendly and Transportation Security Administration approved; eliminates microbial transmission from swiping the toothbrush against the tube's end; fluoride-free; less mess
Ashtel Dental	Brush Buddies Whitening Mint Toothpaste	0.76% Sodium monofluorophosphate, 0.10% triclosan	Mint	Whitening anticaries toothpaste with fluoride and mouthwash designed to strengthen teeth and freshen breath
	Brush Buddies Bubble Gum Toothpaste	Fine ground natural chalk, sorbitol, silica, sodium lauryl sulphate, sodium monofluorophosphate	Bubble gum	Great tasting bubble gum flavor that kids love
BEYOND® Dental and Health	Beyond Pearl White® Whitening Toothpaste Advanced Formula	Calcium peroxide	Mint	Contains microcrystals of BEYOND's proprietary whitening formula that burst and whiten while brushing; when used as part of a daily oral hygiene routine, special whitening ingredients remove surface stains and penetrate deep into the tooth's surface to restore the dentition to a natural white color
	Beyond Pearl White Whitening Toothpaste with Fluoride Sensitive Formula	Potassium nitrate, calcium peroxide, sodium fluoride	Mint	Soothes irritated tooth nerves; protects against hypersensitivity; contains microcrystals of BEYOND's proprietary whitening formula that burst and whiten while brushing
	Beyond Pearl White Whitening Toothpaste Green Tea Formula	Calcium peroxide, green tea extracts	Mint	Contains catechin from green tea extracts that provides bactericidal benefits designed to reduce the risk of dental caries, along with powerful whitening ingredients to gently remove surface stains
Church & Dwight Co Inc	ARM & HAMMER™ Truly Radiant™ Whitening & Enamel Strengthening	0.24% Sodium fluoride	Fresh mint	Unique formula with ARM & HAMMER baking soda, active calcium, fluoride, and peroxide; goes beyond whitening to clean, strengthen, and repair enamel
	ARM & HAMMER Advance White™ with Stain Defense™	0.24% Sodium fluoride	Fresh mint	Baking soda gently removes plaque and surface stains, neutralizes harmful acids, and restores salivary pH balance; Stain Defense helps to prevent new stains from setting
	ARM & HAMMER Sensitive	0.24% Sodium fluoride, 5% potassium nitrate	Frosted mint	From the makers of Orajel™; offers maximum pain relief; low-abrasion formula is gentle on enamel
Colgate-Palmolive 	Colgate® Total® Clean Mint	Triclosan, sodium fluoride	Clean mint paste, fresh mint gel	Goes beyond caries protection to help prevent and reverse gingivitis by delivering 12-hour antibacterial action with its unique triclosan and copolymer slow-release technology; provides a significant reduction in plaque bacteria; reduces gingival bleeding
	Colgate Sensitive Toothpaste	Potassium nitrate, sodium fluoride	Mint	Provides a clean, refreshing feeling so patients will enjoy brushing; maximum strength (highest level of antisensitivity ingredient allowed by the United States Food and Drug Administration)
	Colgate Optic White®	Hydrogen peroxide	Sparkling mint, Cool mild mint	Whiter teeth in 1 week; 1% hydrogen peroxide, enamel-safe toothpaste; for best results, use as directed for 4 weeks; fights caries, freshens breath, and helps reduce plaque with regular brushing

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Coral LLC	Coral White Toothpaste	Coral minerals from above-sea sources, xylitol, hydrated silica, echinacea, goldenseal, ginkgo, ginseng, stevia	Mint, Tea Tree	All-natural toothpaste; fluoride-free; no synthetic colors, flavors, or preservatives; free of sodium lauryl sulfate, glycerin, and gluten
	Coral Kids Toothpaste	Coral minerals from above-sea sources, xylitol, hydrated silica, echinacea, goldenseal, ginkgo, ginseng, stevia	Berry Bubble Gum	All-natural toothpaste; fluoride-free; no synthetic colors, flavors, or preservatives; free of sodium lauryl sulfate, glycerin, and gluten
DenMat	ProDenRx® 1.1+ Neutral Sodium Fluoride Brush-On Dentifrice	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral dentifrice gel	Mint, Cherry Limeade	Only available through dental professionals; free of dye and gluten; combines high-potency fluoride with low-abrasive silica for a one-step brushing treatment
	ProDenRx 1.1+ Neutral Sodium Fluoride Brush-On Gel	1.1% Sodium fluoride (5,000 ppm fluoride ion) in a neutral aqueous gel	Mint	Only available through dental professionals; free of dye and gluten; high-potency, high-frequency topical fluoride for caries and plaque control; especially safe for patients with cosmetic work and those at high risk of plaque buildup
Dental Herb Co	Tooth & Gums Paste	Essential oils and herbal extracts: cinnamon bark, peppermint, eucalyptus, echinacea, thyme, gotu kola, and lavender	Essential oil blend	An all-natural antimicrobial toothpaste; ideal for daily brushing and improving periodontal health; sodium lauryl sulfate-free; fluoride free
Dentisse® Professionals	Dentisse Pro Natural Reflection™ Toothpaste with Fluoride	0.24% Sodium fluoride, Kaodent™ (a proprietary blend of refined polishing clays), xylitol	Radiant Mint	Caries-fighting fluoride and xylitol; provides high-gloss polishing and gentle cleaning, due to the proprietary Kaodent technology that maximizes brightness and stain removal; reduces tooth sensitivity; contains no artificial preservatives or colors
	Dentisse Natural Reflection Toothpaste Fluoride-Free	Kaodent, a proprietary blend of refined polishing clays	Radiant Mint	Provides high-gloss polishing and gentle cleaning, due to the proprietary Kaodent technology that maximizes brightness and stain removal; fluoride-free; contains no artificial preservatives or colors
Dr. Collins Inc	All White Toothpaste	0.83% Sodium monofluorophosphate	Vanilla mint	Baking soda whitening toothpaste with peroxide, cetyl pyridinium chloride, and a 25% concentration of xylitol
	Natural Toothpaste		Vanilla mint with goji berry, icy mint with pear	Fluoride-free toothpaste with a 25% concentration of xylitol, coenzyme Q10, vitamin C, and vitamin E; no preservatives, artificial ingredients, or sodium lauryl sulfate

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Dr. Harold Katz LLC	TheraBreath Toothpaste	0.24% Sodium fluoride	Mild mint	Designed to control the anaerobic bacteria that cause oral malodor; works instantly on oral malodor; controls xerostomia symptoms; contains aloe vera for sensitive gums; sodium lauryl sulfate-free
	PerioTherapy Treatment Toothpaste	0.24% Sodium fluoride	Peppermint	Antibacterial formula is designed to improve gingivitis, bleeding gums, and periodontal diseases; offers best results when paired with PerioTherapy Oral Rinse
	TheraBreath PLUS Toothpaste (Extra Strength)	0.24% Sodium fluoride	Peppermint	Combines concentrated OXYD-8, zinc gluconate, CoQ10, aloe vera, xylitol, and fluoride; designed for the most stubborn, chronic oral malodor problems
Elevate Oral Care	Just Right™ Metered-Dose Toothpaste	0.243% Sodium fluoride	Berry blast, freaky fruit	Toothpaste pump dispenses a 0.25 g dose with a single push of the pump; no waste and less mess in the sink; saves parents money; proper 0.25 g pea-sized dosing gives oral health professionals the confidence that patients are getting the proper amount of toothpaste
 GlaxoSmithKline	Sensodyne® Complete Protection™	0.454% Stannous fluoride	Mint, extra fresh	Complete oral health care for patients with dentinal hypersensitivity; helps support gingival health
	Sensodyne ProNamel® Toothpaste	Potassium nitrate	Mint essence, fresh breath, gentle whitening, multi-action	Optimized fluoride formulation that actively strengthens enamel and helps protect against the effects of acid erosion; high fluoride availability to aid in remineralization
Johnson & Johnson Healthcare Products Division of McNEIL-PPC Inc  HEALTHCARE PRODUCTS <small>DIVISION OF McNEIL-PPC, INC.</small>	REMBRANDT INTENSE STAIN® Toothpaste	0.243% (w/v) Sodium fluoride	Mint	Formulated with a special blend of performing micropolishers and a strong stain-fighting ingredient that helps fight tough stains like red wine, coffee, and tobacco
	LISTERINE® Essential Care® Fluoride Anticavity Toothpaste (Original Gel)	0.76% (w/v) Sodium monofluorophosphate	Powerful mint	Restores enamel; freshens breath; kills oral malodor bacteria; strengthens teeth; helps prevent caries; removes stains
	LISTERINE Whitening® Fluoride Anticavity Toothpaste (Original Gel)	0.76% (w/v) Sodium monofluorophosphate	Vibrant white® mint	For a healthy-looking white smile; removes stains; controls tartar to help prevent stains; restores enamel; strengthens teeth; freshens breath; kills oral malodor bacteria; helps prevent caries
Livionex Inc	Livionex Dental Gel	Activated edathamil	Peppermint	Designed to eliminate plaque, leading to reduced gingivitis and gum bleeding; breaks up biofilm via new mechanism; does not contain abrasives, detergents, or antimicrobials
The Natural Dentist	All In One Fluoride Toothpaste	0.24% Sodium fluoride (0.15% w/v fluoride ion)	Peppermint twist	Protects against caries; delivers the healing and soothing properties of aloe vera; sodium lauryl sulfate-free; free of artificial dyes, flavors, and sweeteners
	Cavity Zapper Fluoride Gel Toothpaste	0.24% Sodium fluoride (0.15% w/v fluoride ion)	Groovy grape, berry blast	Natural, kid-friendly flavors; protects against caries; sodium lauryl sulfate-free; free of artificial dyes, flavors, and sweeteners
	Whitening Fluoride Toothpaste	0.24% Sodium fluoride (0.15% w/v fluoride ion)	Peppermint twist	Removes plaque and stains gently; protects against caries; sodium lauryl sulfate-free; free of artificial dyes, flavors, and sweeteners
Oral BioTech	CariFree CTx3 Gel	Xylitol, pH neutralization, nano-hydroxyapatite (Ca PO4)	Mint, grape	Cariogenic biofilm prevention; pH neutralization; reverses bacterial selection pressure; neutralizes caries-causing acids; xerostomia relief; biomimetic nano-hydroxyapatite for remineralization support; prevention/therapy for ages 0-2, 3-5, and 6+
	CariFree CTx4 Gel 5000	1.1% Fluoride, xylitol, pH neutralization, Ca PO4	Mint, citrus	Anticaries; pH neutralization; reverses bacterial selection pressure; neutralizes caries-causing acids; fluoride for remineralization; biomimetic nano-hydroxyapatite for remineralization; prevention/therapy for ages 6+
	CariFree CTx4 Gel 1100	0.24% Fluoride, xylitol, pH neutralization, Ca PO4	Mint, citrus, grape	Anticaries; pH neutralization; reverses bacterial selection pressure; neutralizes caries-causing acids; fluoride for remineralization; biomimetic nano-hydroxyapatite for remineralization; prevention/therapy for ages 3-5 and 6+
Oxyfresh	Power Paste	Oxygene-stabilized chlorine dioxide	Lemon-mint	Sodium lauryl sulfate-free; low abrasion; oxygene safely cleans deodorizes unique flavor
	Fluoride Toothpaste	Sodium fluoride oxygene-stabilized chlorine dioxide	Mint	Fights caries; low abrasion; oxygene concentrated
	Original Toothpaste	Oxygene-stabilized chlorine dioxide	Mint	Gentle on teeth and gums; oxygene concentrated
Pac-Dent International Inc	iBrite® 24/7 Whitening Toothpaste	0.254% Sodium fluoride, 1% potassium nitrate	Mint blast	Exclusive bioactivated microcleansing formula; nano-grade whitening agents; fluoride and potassium nitrate desensitizing agent; gluten free
PerioSciences LLC	AO Pro Toothpaste SENSITIVE	5% Potassium nitrate; 0.76% sodium monofluorophosphate	Mildly minty	Hydroxyapatite to clean and support tooth health; triple antioxidant combination of phloretin, ferulic acid, and silymarin to counter oxidative stress; mild formula with the additional power of soothing allantoin; free of alcohol, sodium lauryl sulfate, and parabens
	AO Pro Toothpaste WHITE CARE	0.24% Sodium fluoride	Strong mint	Hydroxyapatite to clean and support tooth health; triple antioxidant combination of phloretin, ferulic acid, and hesperetin to counteract oxidative stress from bleaching procedures and other insults; special stain lifters and grapefruit extract to keep teeth their whitest; free of alcohol and sodium lauryl sulfate
	AO Pro Toothpaste HYDRATING	0.76% Sodium monofluorophosphate	Mildly minty	Hydroxyapatite to clean and support tooth health; triple antioxidant combination of phloretin, ferulic acid, and silymarin to counter oxidative stress; moisturizing sodium hyaluronate and panthenol along with echinacea and prickly ash bark extract to comfort dry mouth conditions; free of alcohol, sodium lauryl sulfate, and parabens
Philips Oral Healthcare PHILIPS	Fluoridex Daily Defense 1.1% Neutral Sodium Fluoride Toothpaste	5,000 ppm Sodium fluoride	Cool mint, fresh fruit	Offers patients maximum professional-strength fluoride with the consistency and taste of regular over-the-counter toothpaste; available in 4-oz tubes and two flavors
	Fluoridex Daily Defense 1.1% Sodium Sensitivity Relief Fluoride Toothpaste	5,000 ppm Sodium fluoride, potassium nitrate	Cool mint	Combines maximum-strength fluoride with 5% potassium nitrate for sensitivity relief; available in 4-oz tubes
	BreathRx Purifying Toothpaste (Original Formula)	1,100 ppm Sodium fluoride, zinc	Clean mint	Purifying blue gel toothpaste; zinc neutralizes gases that cause oral malodor; available in 4-oz tubes

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Plak Smacker	Dinosaur™ Fluoride Gel Toothpaste	Sodium fluoride	Bubble gum	No sugar added; available in 4.2-oz or 0.85-oz sizes
	MintBlast™ Toothpaste	Sodium fluoride	Refreshing mint	Available in 1-oz tubes
	Bubblegum Flavored Fluoride Free Paste	N/A	Bubble gum	Available in convenient 0.85-oz tubes
Premier® Dental Products Co 	Enamelon® Preventive Treatment Gel	0.40% Stannous fluoride	Clean mint	Exclusive formula combines stabilized stannous fluoride with remineralizing technology of amorphous calcium phosphate; helps prevent caries and gingivitis; treats sensitivity; more protection with less fluoride; features Ultramulsion®, a patented saliva-soluble coating that moisturizes and soothes oral tissues; sodium lauryl sulfate-free, abrasive-free, gluten-free, and dye-free
	Enamelon Fluoride Toothpaste	0.45% Stannous fluoride	Mint breeze	Exclusive formula combines stabilized stannous fluoride with remineralizing technology of amorphous calcium phosphate; helps prevent caries and gingivitis; treats sensitivity; features Ultramulsion, a patented saliva-soluble coating that moisturizes and soothes oral tissues; sodium lauryl sulfate-free, nonabrasive, gluten-free, and dye-free; available in 4.3-ounce and 0.75-ounce tubes
Procter & Gamble 	Crest® PRO-HEALTH Advanced	0.454% Stannous fluoride (0.16% w/v fluoride ion)	Soothing smooth mint	Helps reverse gingivitis in 4 weeks; provides Crest's highest level of protection from plaque bacteria that can cause gingivitis
	Crest Sensi-Repair & Prevent™	0.454% Stannous fluoride (0.16% w/v fluoride ion)	Smooth mint	Blocks dentinal tubules to help prevent sensitivity pain; helps repair and prevent sensitivity by building a therapeutic and protective layer; also fights plaque, gingivitis, caries, and calculus
	Crest Sensi-Relief™ Whitening Plus Scope®	5% Potassium nitrate, 0.243% sodium fluoride (0.14% w/v fluoride ion)	Minty fresh	Contains the maximum level of potassium nitrate allowed by the United States Food and Drug Administration for sensitivity relief with the power of Scope; protects against caries
Quantum Labs Inc	Quantum Fresh	0.243% Sodium fluoride	Fresh Mint	Premium anticaries toothpaste at an economical price; available in 0.85-oz tubes; gentle stain removal cleans and protects; cool mint freshens breath
Redmond	Earthpaste	Xylitol	Peppermint, Wintergreen, Lemon Twist, Cinnamon	No glycerin; no foaming agents, artificial sweeteners, preservatives, or colors; not tested on animals; contains alkaline bentonite clay—a natural, mineral-rich polisher, cleansing sea salt, and pure essential oils; uses 100% earth-based ingredients
Rowpar Pharmaceuticals	CloSYS® Sulfate-Free Fluoride Toothpaste	Stabilized chlorine dioxide naturally activated by the amino acids in saliva	Mild Mint	All CloSYS toothpastes are sulfate-free, triclosan-free, and pH balanced; great for sensitive mouths
	CloSYS Fluoride-Free Toothpaste	Stabilized chlorine dioxide naturally activated by the amino acids in saliva	Mild Mint	All CloSYS toothpastes are sulfate-free, triclosan-free, and pH balanced; great for sensitive mouths
Sunstar Americas Inc 	GUM Crayola SQUEEZE-A-COLOR Toothpaste (all three flavors in one box)	0.24% Sodium fluoride (0.14% w/v fluoride ion)	Blueberry Burst, Melon Blast, Jazzy Apple	Makes brushing fun; four flavors encourage kids to mix and match,
	GUM Crayola SQUEEZE-A-COLOR Toothpaste	0.24% Sodium fluoride (0.14% w/v fluoride ion)	NEW Tropical Twist in 4.2 oz tube	Makes brushing fun; sweetened with xylitol; contains the fluoride kids need
Tom's of Maine	Natural Whole Care Fluoride Toothpaste	Sodium monofluorophosphate	Peppermint, spearmint, wintermint, cinnamon-clove	Natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
	Natural Cavity Protection Fluoride Toothpaste	Sodium monofluorophosphate	Silly Strawberry (for children), Orange-Mango (for children), Mild Mint (for tweens); Peppermint baking soda, spearmint	Received American Dental Association Seal of Acceptance; real fruit flavors and natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
	Natural Simply White Fluoride Toothpaste	Sodium fluoride	Clean-Mint, Sweet-Mint	Received American Dental Association Seal of Acceptance; uses naturally sourced silica to help whiten; natural mint oils; no artificial sweeteners, preservatives, or colors; not tested on animals
ToothZone Int'l	Xylokid Children's Toothpaste With Xylitol	0.05% Sodium monofluorophosphate	Grape	Xylitol (30%) to aid in reducing growth of microorganisms on teeth and gums; reduced levels of fluoride and sodium lauryl sulfate prevent plaque buildup
Ultradent Products Inc	Opalescence Whitening Toothpaste	0.25% Sodium fluoride	Cool Mint	Efficient, quick fluoride release; low relative dentin abrasivity provides maximum enamel, dentin, and restoration protection; safe for multiple uses each day; triclosan-free formula
Xlear Inc	Spry Toothpaste	Xylitol, calcium glycerophosphate, aloe vera gel	Peppermint, cinnamon	Contains no fluoride; 25% xylitol; remineralizes and moisturizes
	Spry Toothpaste	Xylitol, calcium glycerophosphate, aloe vera gel, sodium fluoride	Cinnamon	Contains fluoride and 25% xylitol
	Spry Toothpaste	Xylitol, calcium glycerophosphate, aloe vera gel, parsley oil	Spearmint	Contains fluoride and 25% xylitol; prevents plaque and controls tartar
Z Dental (formerly Dental Elite)	Freshmint Fluoride-FREE Toothpaste	Sorbitol	Bubble gum	An affordable, fluoride-free toothpaste for kids, in a 0.85-oz sample size
	Freshmint Fluoride Toothpaste	0.76% Sodium monofluorophosphate	Mint	An affordable fluoride mint toothpaste in a 0.85-oz sample size