

**TOMS NATURAL ENAMEL STRENGTH PEPPERMINT STRENGTHENS ENAMEL / WHITENING / FIGHTS CAVITIES / FRESHENS BREATH / NO ARTIFICIAL DYES OR SWEETENERS- 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.*

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**Tom's® Natural Enamel Strength® Peppermint Toothpaste**  
**strengthens enamel / whitening / fights cavities / freshens breath / no artificial dyes or sweeteners**

**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**

hydrated silica, water, sorbitol, glycerin, xylitol, sodium lauryl sulfate, natural flavor<sup>1</sup>, xanthan gum, titanium dioxide, sodium hydroxide, carrageenan.

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<sup>1</sup> peppermint oil and other natural flavor

**Questions?**

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

**PRINCIPAL DISPLAY PANEL - 113 g Tube Carton**

**SINCE 1970**

**Tom's®  
OF MAINE**

**ADA**

**Accepted**

American

Dental

Association®

**with fluoride**

natural

**ENAMEL STRENGTH®**

**fluoride toothpaste**

strengthens enamel | whitening  
fights cavities | freshens breath  
no artificial dyes or sweeteners

**peppermint**

NET WT 4.0 OZ (113 g)



natural  
with fluoride



## ENAMEL STRENGTH®

fluoride toothpaste

strengthens enamel  
whitening  
fights cavities  
freshens breath  
no artificial dyes or sweeteners

peppermint



NET WT 4.0 OZ (113 g)

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



No animal testing or animal ingredients.



We share every **Ingredient**, its **purpose**, and its **source** at [www.tomsofmaine.com](http://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.



Fluoride derived from the natural mineral fluor spar for enamel strengthening

We believe what's inside matters!™

Our Stewardship Model guides every decision we make, ensuring that our ingredients, processing, and packaging meet our rigorous standards for being natural, sustainable, and responsible. To learn more about our Stewardship Model and what "natural" means at Tom's of Maine, visit [www.tomsofmaine.com](http://www.tomsofmaine.com)



with fluoride | natural

## ENAMEL STRENGTH®

fluoride toothpaste

strengthens enamel | whitening  
fights cavities | freshens breath  
no artificial dyes or sweeteners

peppermint

NET WT 4.0 OZ (113 g)



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**Use** helps protect against cavities

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### Directions

### Drug Facts (continued)

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**Inactive ingredients** hydrated silica, water, sorbitol, glycerin, xylitol, sodium lauryl sulfate, natural flavor\*, xanthan gum, titanium dioxide, sodium hydroxide, carrageenan.

**Questions?** 1-800-FOR-TOMS (1-800-367-8667)

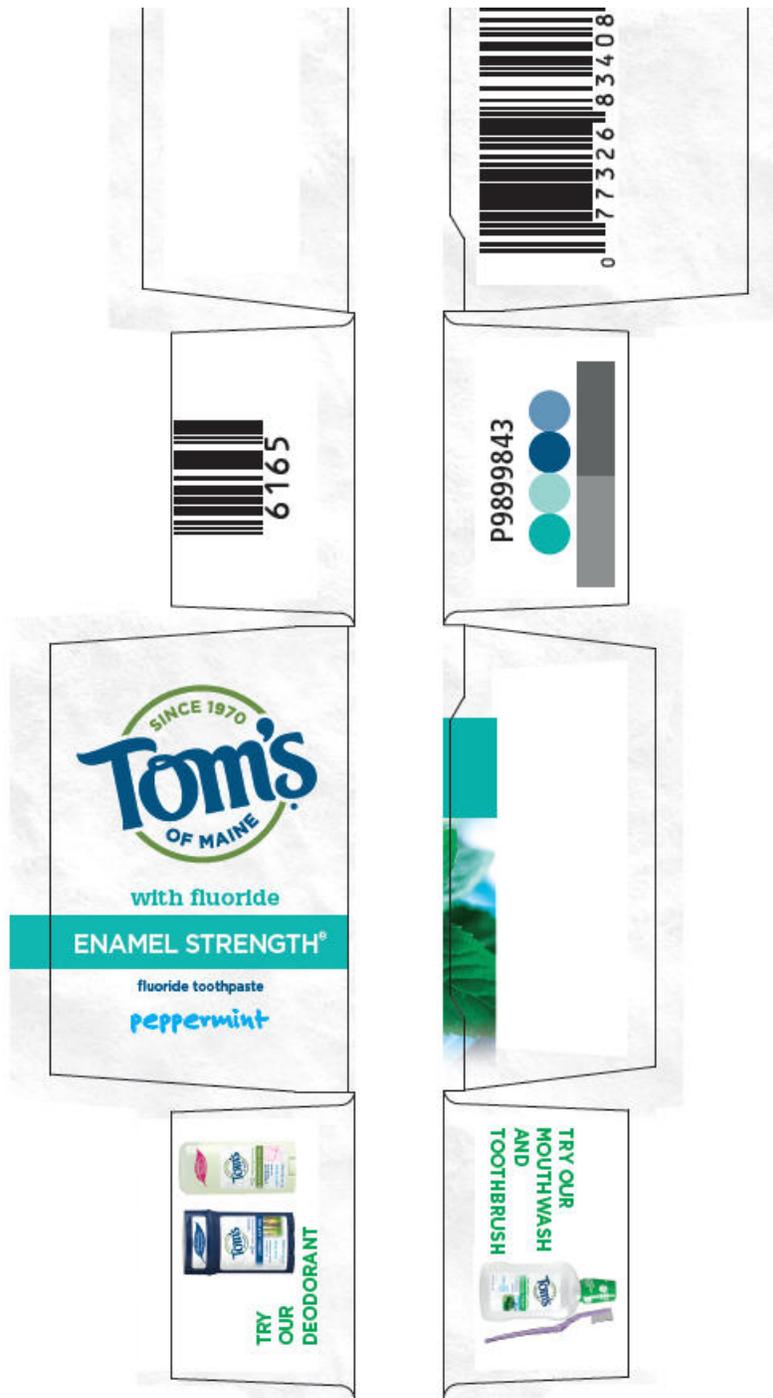
\*The ADA Council on Scientific Affairs' Acceptance of Tom's of Maine® Natural Enamel Strength® Fluoride Toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, when used as directed."

©Tom's of Maine, Inc., Kennebunk, ME 04043  
Made in U.S.A. BPA-Free Tube



\*peppermint oil and other natural flavor





**TOMS NATURAL ENAMEL STRENGTH PEPPERMINT STRENGTHENS ENAMEL / WHITENING / FIGHTS CAVITIES / FRESHENS BREATH / NO ARTIFICIAL DYES OR SWEETENERS**

sodium fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:51009-209
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.00243 g in 1 g

**Inactive Ingredients**

Ingredient Name	Strength
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
GLYCERIN (UNII: PDC6A3C0OX)	
XYLITOL (UNII: VCQ006KQ1E)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
PEPPERMINT OIL (UNII: AV092KU4JH)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	

**Product Characteristics**

Color	WHITE	Score	
Shape		Size	
Flavor	PEPPERMINT	Imprint Code	
Contains			

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:51009-209-40	1 in 1 CARTON	12/17/2014	
1		113 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	12/17/2014	

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

Name	Address	ID/FEI	Business Operations
Tom's of Maine, Inc.		829517189	MANUFACTURE(51009-209)