

**LUSTER POWER WHITE DEEP STAIN ERASER- sodium monofluorophosphate gel,
dentifrice**

DENTOVATIONS 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.

Luster Power White

Drug Facts

ACTIVE INGREDIENT: Sodium Monofluorophosphate 0.88% (w/w)

PURPOSE: Anti-cavity toothpaste

USE: Helps protect against cavities

WARNINGS:

Keep out of reach of children under 12 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away. Avoid contact of the product with the eyes. If irritation (such as redness, swelling or soreness) of the gums or the mouth occurs, discontinue use and consult a dentist.

DIRECTIONS: Adults and children 12 years of age and older. For the best results brush teeth thoroughly, preferably after each meal or least twice a day, or as directed by a dentist. Do not swallow. Product is not recommended for use by children under 12 years of age.

OTHER INFORMATION: Store between 50°F (10°C) and 80°F (27°C)

INACTIVE INGREDIENTS: Calcium Pyrophosphate, Vegetable Glycerin, Zea Mays (Corn) Starch, Propylene Glycol, PEG-12, Water, Sodium Lauroyl Sarcosinate, Hydrogen Peroxide, Carbomer, Cellulose Gum, Flavor, Sodium Saccharin, Piroctone Olamine

QUESTIONS OR COMMENTS?

Call 1-800-823-5727 (M-F 9 A.M. - 5 P.M. EST)

visit LusterPowerWhite.com, email: info@lusterpremiumwhite.com or follow: [@LusterPremWhite](https://www.instagram.com/LusterPremWhite)

Dentovations, Inc.

Boston, MA 02116

Made in New England, U.S.A.

LUSTER PREMIUM WHITE

POWER WHITE

DEEP STAIN ERASER

FLUORIDE TOOTHPASTE

REMOVES UP TO 95% OF SURFACE STAINS IN 5 DAYS

ENAMEL SAFE

PEROXIDE WHITENING

EXCITE-MINT FLAVOR

NET WT. 4 OZ (113 G)



LUSTER
PREMIUM WHITE®

POWER
WHITE
DEEP STAIN ERASER®
FLUORIDE TOOTHPASTE



WHITENS SAFELY
ABOVE AND BELOW
THE TOOTH'S SURFACE



FIGHTS CAVITIES
& BUILDS ENAMEL



CLEANS &
FRESHENS BREATH

NEW

LUSTER
PREMIUM WHITE®

POWER
WHITE
DEEP STAIN ERASER®
FLUORIDE TOOTHPASTE

**TO MAKE A REAL IMPACT
GO BEYOND THE SURFACE**
Traditional whitening products just remove surface level stains, we go deeper.

- Delivers 2% stabilized hydrogen peroxide for 2x the whitening power as the leading brand
- Removes and whitens stains below the surface
- Kills bacteria that causes bad breath
- Strengthens enamel
- Fights cavities (so less that other toothpaste)
- Boosts confidence

LUSTER
PREMIUM WHITE®

POWER
WHITE
DEEP STAIN ERASER®
FLUORIDE TOOTHPASTE

Best for: Removing up to 95% of surface stains in just 5 days, daily maintenance, fast whitening, and replacing other toothpastes.

As dentists we think you deserve a safer, more effective way to whiten your teeth while promoting your overall oral health. With these premium ingredients we bring you just that.

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Visit: LusterPowerWhite.com, email: info@LusterPremiumWhite.com,
or follow: @LusterPromWhite

PREPARE FOR COMPLIMENTS*

LusterPowerWhite.com

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sodium monofluorophosphate gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:57353-106
Route of Administration	ORAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.88 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C0OX)	
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	
STARCH, CORN (UNII: O8232NY3SJ)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	

POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
WATER (UNII: 059QF0K00R)	
HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
SODIUM LAUROYL SARCO SINATE (UNII: 632GS99618)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
CARBOMER 934 (UNII: Z135WT9208)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
PIROCTONE OLAMINE (UNII: A4V5C6R9FB)	

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:57353-106-53	1 in 1 BOX	12/01/2012	
1	NDC:57353-106-13	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	12/01/2012	

Labeler - DENTOVATIONS INC (128248676)

Registrant - Lornamead Inc. (078584069)

Establishment			
Name	Address	ID/FEI	Business Operations
Lornamead Inc.		078584069	manufacture(57353-106)