

**ESSENTIALS HEALTHY TEETH AND GUMS- 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.*

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**Arm and Hammer Essentials Healthy Teeth and Gums**

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-5pmET or visit **[www.myoralcare.com](http://www.myoralcare.com)**

NEW!

ARM AND HAMMER

THE STANDARD OF PURITY

Essentials

FLUORIDE TOOTHPASTE

HEALTHY TEETH AND GUMS

REMOVES MORE PLAQUE

AROUND THE GUMLINE

FREE OF

Artificial Sweeteners

Sodium Lauryl Sulfate

Preservatives

Parabens

Dyes

powered by

100% NATURAL

BAKING SODA

CRISP MINT

NET WT 4.3 OZ. (121g)

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**HEALTHY TEETH & GUMS**

is made with Pure baking soda, to deep clean between teeth & gums & neutralize plaque acids. Fluoride for cavity protection. Essential oils to freshen breath, **cleansing & soothe** respiratory with no compromise.

**CLINICALLY PROVEN**

**ARM & HAMMER** with a trusted brand like yours for over 100 years.

**The ARM & HAMMER Promise**  
We create products that you love and trust. We give back to our communities. Through our Employee Giving Fund, we support local charities and our 1,000+ community service hours annually. We take care of this planet. We offer CO2 emissions by working hours through our partnership with **Arbor Day Foundation**.

Learn More About Arm & Hammer Essentials Here

Recycled Paper 100% Recycled Plastic 100% Recycled Ink

GreenSource, Inc. Made with 100% Recycled Materials

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<b>Drug Facts</b>		<b>Drug Facts (continued)</b>	
<b>Active Ingredient</b> Sodium fluoride 0.24%	<b>Purpose</b> Anticavity toothpaste	<b>Directions</b> • 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
<b>Use</b> Use aids in the prevention of dental decay			brush teeth thoroughly after meals or at least twice a day, or use as directed by a dentist or physician
<b>Warnings</b> Do not use if irritation occurs and persists.			children under 6 years children under 2 years
<b>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.</b>			instruct in good brushing and rinsing habits (to minimize swallowing); ask a dentist or physician
			<b>Inactive Ingredients</b> sodium bicarbonate (baking soda), PEG-8, hydrated silica, glycerin, calcium sulfate, flavor, sodium myristyl coocyl laurate, potassium phosphate, sodium carbonate, xanthan gum, rebauziana A (stevia leaf extract)
			<b>Questions or comments?</b> Call 1-800-786-5135 Mon.-Fri. 9am-5pm ET or visit <a href="http://www.armandhammer.com">www.armandhammer.com</a>

\*Compared to a regular toothpaste, Church & Dwight Co., Inc., Evans, NJ 08020, U.S.A. Made in the USA with US and foreign materials.

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AHF2-00772-01 7/2015

# ESSENTIALS HEALTHY TEETH AND GUMS

sodium fluoride 0.24% paste, dentifrice

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:10237-670
<b>Route of Administration</b>	DENTAL		

## Active Ingredient/Active Moiety

<b>Ingredient Name</b>	<b>Basis of Strength</b>	<b>Strength</b>
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	SODIUM FLUORIDE	2.4 mg in 1 g

## Inactive Ingredients

<b>Ingredient Name</b>	<b>Strength</b>
<b>CALCIUM SULFATE, UNSPECIFIED FORM</b> (UNII: WAT0DDB505)	
<b>SODIUM BICARBONATE</b> (UNII: 8MDF5V39QO)	
<b>SODIUM METHYL COCOYL TAURATE</b> (UNII: JVL98CG53G)	
<b>POTASSIUM PHOSPHATE, UNSPECIFIED FORM</b> (UNII: B7862WZ632)	
<b>SODIUM CARBONATE</b> (UNII: 45P3261C7T)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>STEVIA REBAUDIANA WHOLE</b> (UNII: 6U422Y08O2)	
<b>POLYETHYLENE GLYCOL 400</b> (UNII: B697894SGQ)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>METHYL SALICYLATE</b> (UNII: LAV5U5022Y)	

## Product Characteristics

<b>Color</b>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

## Packaging

<b>#</b>	<b>Item Code</b>	<b>Package Description</b>	<b>Marketing Start Date</b>	<b>Marketing End Date</b>
1	NDC:10237-670-43	1 in 1 CARTON	12/01/2019	
1		121 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:10237-670-09	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(10237-670)

Revised: 1/2023

Church & Dwight Co., Inc.