

LUSTER PREMIUM WHITE NOW- sodium fluoride paste
French Transit, Ltd.

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 Premium White®
Now!

Drug Facts

Active ingredient

Sodium Fluoride 0.24% (w/w)

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 contact a Poison Control Center right away.

Directions

Adults and children 6 years of age and older	Brush teeth thoroughly, preferably after each meal, at least twice daily, or as directed by a dentist or doctor.
Children 6 to 12 years	Instruct in good brushing and rinsing habits (to minimize swallowing). Supervise children as necessary until capable of using without supervision.
Children under 6 years	Do not use unless directed by a dentist or physician.

Other information

Store between 10-27°C (50°F-80°F)

Inactive ingredients

Sorbitol, Silica, Water, Propylene Glycol, Sodium Lauroyl Sarcosinate, Flavor, Disodium Phosphate, PVM/MA Copolymer, Cellulose Gum, Sodium Benzoate, Potassium Acesulfame, Xanthan Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, FD&C Blue No. 1

Questions?

1-800-823-5272

PRINCIPAL DISPLAY PANEL - 113 g Tube Box

NEW!

LUSTER
PREMIUM WHITE®

NOW!
INSTANT WHITENING

ANTICAVITY FLUORIDE
TOOTHPASTE

PROVEN EFFECTIVE
VISIBLY WHITER TEETH
AFTER JUST 1 BRUSHING

INSTANT WHITENING

ENAMEL SAFE
GENTLE & SULFATE-FREE

MINT
NET WT. 4 OZ (113 g)

SATISFACTION GUARANTEED†



WHITEN LIKE A PRO™

NEW!



AWARD-WINNING FORMULA:

READY FOR A QUICK CONFIDENCE BOOST?

Developed by dentists with **Blueverite®** technology

NOW!

INSTANT WHITENING

ANTICAVITY FLUORIDE TOOTHPASTE

BRIGHTER BENEFITS:



SULFATE FREE



GENTLE ON TEETH & SAFE FOR DENTAL RESTORATIONS



FIGHTS CAVITIES & BUILDS ENAMEL



CLEANS & FRESHENS BREATH

PROVEN EFFECTIVE VISIBLY WHITER TEETH AFTER JUST 1 BRUSHING

INSTANT WHITENING

ENAMEL SAFE GENTLE & SULFATE-FREE

Blueverite® instantly offsets the yellow, creating the optical effect of whiter teeth.



Removes surface stains with everyday use for a whiter smile.



*Visit LusterPremiumWhite.com

MINT NET WT. 4 OZ (113 g)



Luster NOW!® toothpaste is specially designed to **INSTANTLY WHITEN TEETH** after just 1 brushing and remove surface stains with daily use. Brush daily to:

- ✕ Freshen Breath
- ✕ Strengthen Enamel
- ✕ Instantly Whiten
- ✕ Fight Cavities

Drug Facts

Active ingredient	Purpose
Sodium Fluoride 0.24% (w/w)	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 contact a Poison Control Center right away.

Directions

Adults and children 6 years of age and older Brush teeth thoroughly, preferably after each meal, at least twice daily, or as directed by a dentist or doctor.

Children 6 to 12 years

Instruct in good brushing and rinsing habits (to minimize swallowing). Supervise children as necessary until capable of using without supervision.

Children under 6 years

Do not use unless directed by a dentist or physician.

Other information

Store between 10-27°C (50°F-80°F)

Inactive Ingredients Sorbitol, Silica, Water, Propylene Glycol, Sodium Lauroyl Sarcosinate, Flavor, Disodium Phosphate, PVM/MA Copolymer, Cellulose Gum, Sodium Benzoate, Potassium Acesulfame, Xanthan Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, FD&C Blue No. 1

Questions? 1-800-823-5272

French Transit, Ltd., 398 Beach Rd., Burlingame, CA 94010, USA

W4093-2R2

5890714R1

ENAMEL-SAFE / SULFATE-FREE

SATISFACTION GUARANTEED*

ENAMEL-SAFE / SULFATE-FREE

SATISFACTION GUARANTEED*

289174R1



8 14457 01031 0

LUSTER PREMIUM WHITE NOW

sodium fluoride paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:72805-130
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
Sodium Fluoride (UNII: 8ZYQ1474W7) (Fluoride Ion - UNII:Q80VPU4080)	Fluoride Ion	0.24 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
Sorbitol (UNII: 506T60A25R)	
Silicon Dioxide (UNII: ETJ7Z6XBU4)	
Water (UNII: 059QF0KO0R)	
Propylene Glycol (UNII: 6DC9Q167V3)	
Sodium Lauroyl Sarcosinate (UNII: 632GS99618)	
FD&C Blue No. 1 (UNII: H3R47K3TBD)	
Sodium Phosphate, Dibasic, Anhydrous (UNII: 22ADO53M6F)	
Carboxymethylcellulose Sodium, Unspecified (UNII: K679OBS311)	
Sodium Benzoate (UNII: OJ245FE5EU)	
Acesulfame Potassium (UNII: 23OV73Q5G9)	
Titanium Dioxide (UNII: 15FIX9V2JP)	
Xanthan Gum (UNII: TTV12P4NEE)	
Sodium Pyrophosphate (UNII: O352864B8Z)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:72805-130-13	1 in 1 BOX	04/01/2018	
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	04/01/2018	

Labeler - French Transit, Ltd. (100044380)

