

**ELECTRIFYING BLUE POLISH- sodium fluoride 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.*

-----

ACTIVE INGREDIENT: SODIUM FLUORIDE 0.24% (W/W)

PURPOSE:

ANTI-CAVITY

USES: ANTI-CAVITY.

DIRECTIONS: ADULTS AND CHILDREN 12 YEARS OF AGE AND OLDER:

FOR THE BEST RESULTS BRUSH TEETH THOROUGHLY, PREFERABLY AFTER EACH MEAL OR AT LEAST TWICE A DAY, OR AS DIRECTED BY A DENTIST OR DOCTOR. DO NOT SWALLOW. PRODUCT IS NOT RECOMMENDED FOR USE BY CHILDREN UNDER 12 YEARS OF AGE.

KEEP OUT OF REACH OF CHILDREN UNDER 12 YEARS.

WARNINGS: IF MORE THAN THE AMOUNT USED FOR BRUSHING IS ACCIDENTALLY SWALLOWED, GET MEDICAL HELP OR CONTACT A POISON CONTROL CENTER RIGHT AWAY. AVOID CONTACT OF THE PRODUCT WITH THE EYE. IF IRRITATION (SUCH AS REDNESS, SWELLING, SORENESS) OF THE GUM OR THE MOUTH OCCURS, DISCONTINUE USE AND CONSULT A DENTIST.

OTHER INFORMATION: STORE BETWEEN 59-80°F (15-27°C).

INACTIVE INGREDIENTS: Sorbitol, Silica, Water, Propylene Glycol, Sodium Lauryl Sulfate, Flavor, Disodium Phosphate, PVM/MA Copolymer,

Cellulose Gum, Sodium Benzoate, Potassium Acesulfame, Xanthan Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, FD&C Blue No. 1

QUESTIONS OR COMMENTS?

1-800-823-5727 \* M-F 9 A.M. - 5 P.M. EST \* LUSTERPREMIUMWHITE.COM

  
**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**



**REMOVES UP TO 95% OF  
SURFACE STAINS IN 5 DAYS**

**ENAMEL SAFE  
DAILY TOOTHPASTE  
WITH PEROXIDE**

 EXCITE-MINT FLAVOR • NET WT. 4 OZ (113 G)

LusterPowerWhite.com

  
**LUSTER**  
PREMIUM WHITE®

**POWER  
WHITE**  
DEEP STAIN ERASER®  
FLUORIDE TOOTHPASTE

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

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



LusterPowerWhite.com

  
**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 with no sulfates (SLS).

**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 amount 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 at 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:** Vegetable Glycerin, Calcium Pyrophosphate, Zea Mays (Corn) Starch, Propylene Glycol, PEG-12, Water, Hydrogen Peroxide, Sodium Lauryl Sarcosinate, Flavor, Cellulose Gum, Carbomer, Sodium Saccharin, Proctone Diamine

**QUESTIONS OR COMMENTS?**  
Call: 1-800-823-3272 (M-F 9 AM - 5 PM EST),  
visit: LusterPowerWhite.com, email: info@LusterPremiumWhite.com,  
or follow: @LusterPremWhite

LusterPremiumWhite.com

Luster Premium White and Powerwhite  
Deep Stain Eraser are registered trademarks of  
Dentovations Inc., Boston, MA 02116

MADE IN THE U.S.A.

**Best for:** Daily maintenance, fast whitening and replacing other toothpastes.

**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 amount 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 gums or mouth occurs discontinue use and consult a dentist.

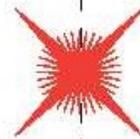
**Directions: For adults and children 12 years of age and older.** For the best results brush teeth thoroughly, preferably after each meal, at least twice daily, or as directed by a dentist or doctor. Do not swallow. Product is not recommended for use by children under 12 years of age.

**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, Proctone Olamine

**Manufactured for:**  
Dentovations, Inc., Boston, MA 02116.

**Questions?**  
1-800-823-5272  
LusterPowerWhite.com

**Prepare for Compliments®**  
MADE IN THE 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)**

## ELECTRIFYING BLUE POLISH

sodium fluoride gel, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:57353-105
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

<b>Ingredient Name</b>	<b>Basis of Strength</b>	<b>Strength</b>
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	.24 g in 100 g

**Inactive Ingredients**

<b>Ingredient Name</b>	<b>Strength</b>
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM PHOSPHATE, DIBASIC, ANHYDROUS (UNII: 22ADO53M6F)	
POLYVINYL ALCOHOL (UNII: 532B59J990)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
ACESULFAME POTASSIUM (UNII: 23OV73Q5G9)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:57353-105-52	1 in 1 BOX	01/22/2015	
1	NDC:57353-105-12	45 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	01/22/2015	

**Labeler** - DENTOVATIONS INC (128248676)**Establishment**

Name	Address	ID/FEI	Business Operations
Ecometics, Inc		064843923	manufacture(57353-105)