



Give Your Patients More Power Against Plaque

Recommend ARM & HAMMER™ Toothpaste

- ✓ Powered by 100% Natural Baking Soda
- ✓ Up to 3X more plaque removal compared to a non-baking soda toothpaste*¹
- ✓ Quick & effective plaque acid neutralization
- ✓ Gentle clean with low-abrasion formulas

*In hard-to-reach areas

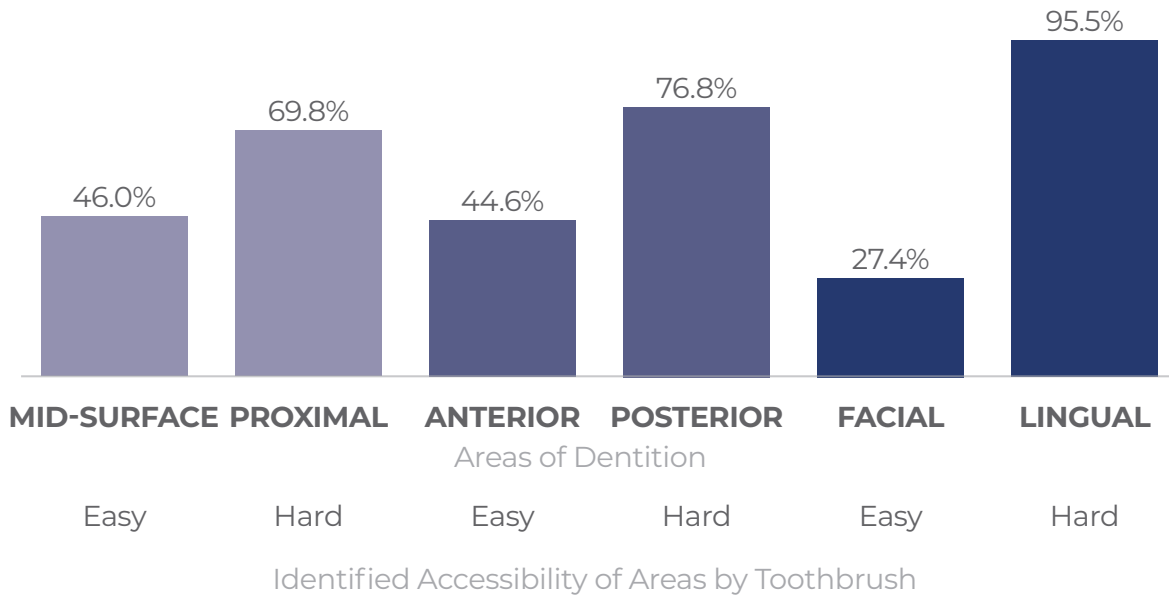


Call 1-800-447-6666 to order a case for your office

ARM & HAMMER™ Toothpaste is Proven to Remove More Plaque^{2,3}

The Difference is 100% Natural Baking Soda

Plaque Removal vs Non-Baking Soda Toothpaste²



ARM & HAMMER™ Toothpaste Quickly Neutralizes Plaque Acidity⁴

"It is well established that baking soda offers additional protection against demineralization... by attenuation of the oral pH." — JADA 2017⁵

"...baking soda has potential for helping to counteract modern high-sugar diets by rapidly neutralizing biofilm-generated acid." — JADA 2017⁴



Baking Soda has Low Abrasivity^{2,6}


Relative Dentin Abrasivity (RDA) Comparison of Common Toothpastes

		% Baking Soda
Baking Soda ^{5,7}	● 7	100%
ARM & HAMMER™ PeroxiCare™⁸	● 44	50%
ARM & HAMMER™ Sensitive⁸	● 45	45%
ARM & HAMMER™ Advance White™⁸	● 47	50%
TheraBreath® Fresh Breath ⁸	● 51	—
Colgate® Optic White® Renewal ⁸	● 54	—
Sensodyne® Pronamel® Mineral Boost ⁸	● 57	—
TheraBreath® PLUS Toothpaste ⁸	● 68	—
Burt's Bees® Enamel Care (Sodium Fluoride) ⁸	● 73	—
TheraBreath® Charcoal Whitening ⁸	● 75	—
Colgate® Cavity Protection ⁸	● 75	—
Aim™ Cavity Protection Gel ⁸	● 87	—
Hello® Activated Charcoal ⁸	● 88	—
Sensodyne® Repair & Protect (Stannous Fluoride) ⁸	● 95	—
Burt's Bees® Purely White Zen (Fluoride-Free) ⁸	● 95	—
Paradontax™ Whitening Complete Protection ⁸	● 99	—
ARM & HAMMER™ Fresh Breath⁸	● 105	20%
ARM & HAMMER™ Complete Care™⁸	● 111	20%
ARM & HAMMER™ Plus Therabreath™	● 111	20%
Hello® Antiplaque & Whitening ⁸	● 115	—
Crest® Cavity Protection ⁸	● 118	—
Tom's of Maine® Activated Charcoal ⁸	● 118	—
Crest® Pro-Health™ Gum Detoxify™ ⁸	● 121	—
Sensodyne® Pronamel® Alpine Breeze ⁸	● 121	—
Crest® Baking Soda & Peroxide ^{8,9}	● 127	<10%
Colgate® Baking Soda & Peroxide ^{8,9}	● 134	<10%
Tom's of Maine® Whole Care ^{8,9}	● 139	<10%
Sensodyne® Extra Whitening ⁸	● 147	—
Hello® Naturally Whitening Fluoride Toothpaste ⁸	● 152	—
Tom's of Maine® Antiplaque & Whitening ^{8,9}	● 153	<10%
ARM & HAMMER™ Enamel Defense⁸	● 154	35%
Colgate® Total ^{SF} Whitening ⁸	● 175	—
Colgate® Total ^{SF} Advanced Whitening ⁸	● 182	—
FDA Recommended Maximum^{7,10}	● 200	—
Crest® Pro-Health™ Advanced ⁸	● 201	—
Crest® 3D White™ Brilliance ⁸	● 204	—
Colgate® Optic White® with Charcoal ⁸	● 214	—
ADA Recommended Maximum^{7,10}	● 250	—

Colgate® is owned by the Colgate-Palmolive Company. Sensodyne® and Pronamel® are owned by GlaxoSmithKline. Burt's Bees® is owned by the Clorox Company. Hello® is owned by the Colgate-Palmolive Company. Paradontax™ is owned by GlaxoSmithKline. Crest® is owned by the Procter & Gamble Company. Tom's of Maine® is an independent subsidiary of the Colgate-Palmolive Company.



There's an ARM & HAMMER™ Baking Soda Toothpaste for Every Patient

	Patient Need	RDA / pH	Key Ingredients	Clinically Established Features
	<ul style="list-style-type: none"> Whitening Low abrasion Stain defense Plaque removal 	<ul style="list-style-type: none"> RDA = 47 pH = 8.5 	<ul style="list-style-type: none"> 50% Baking Soda Sodium fluoride 1% peroxide 	<ul style="list-style-type: none"> Up to 95.5% greater plaque removal from hard-to-reach areas*†2,3 Over 60% better total stain reduction*†11
	<ul style="list-style-type: none"> Gum health Ultra-gentle whitening Stain removal Plaque removal 	<ul style="list-style-type: none"> RDA = 44 pH = 8.4 	<ul style="list-style-type: none"> 50% Baking Soda Sodium fluoride 1% peroxide 	<ul style="list-style-type: none"> 78.4% reduction in mean stain index§12 78.7% reduction in gum swelling§12 49.0% reduction in total plaque§12
	<ul style="list-style-type: none"> Multi-benefit Plaque removal Tartar control Gentle whitening 	<ul style="list-style-type: none"> RDA = 111 pH = 8.6 	<ul style="list-style-type: none"> 20% Baking Soda Sodium fluoride 	<ul style="list-style-type: none"> Provides Whole Mouth Protection Neutralizes acids, deep cleans, helps improve gum health & provides effective whitening
	<ul style="list-style-type: none"> Sensitive teeth Low abrasion Enamel strengthening Plaque removal Gentle whitening 	<ul style="list-style-type: none"> RDA = 45 pH = 8.2 	<ul style="list-style-type: none"> 45% Baking Soda Sodium fluoride 5% potassium nitrate 	<ul style="list-style-type: none"> Helps relieve sensitivity, discomfort & pain†1 Very gentle on enamel, exposed dentin & gums§6 Helps strengthen enamel & remove plaque Helps protect teeth from dietary acid impact§4
	<ul style="list-style-type: none"> Enamel repair Enamel strengthening Enamel-safe whitening Gum health Plaque removal 	<ul style="list-style-type: none"> RDA = 154 pH = 8.3 	<ul style="list-style-type: none"> 35% Baking Soda Sodium fluoride Active Calcium™ 	<ul style="list-style-type: none"> Bio-available Active Calcium™ helps repair pre-caries lesions§13 46.9% greater reduction in gum bleeding*§#14 Superior reductions in gum redness & swelling*§#14
	<ul style="list-style-type: none"> Multi-benefit Plaque removal Tartar control Gentle whitening Helps kill bad breath bacteria** 	<ul style="list-style-type: none"> RDA coming soon! pH = ~8.8 	<ul style="list-style-type: none"> 20% Baking Soda Sodium fluoride 	<ul style="list-style-type: none"> Provides Whole Mouth Protection Neutralizes acids, deep cleans, helps improve gum health & provides effective whitening

*Vs non-baking soda toothpaste †Lingual surfaces ‡At 6 weeks §At 6 months ¶With twice daily brushing #Not indicated to treat gingivitis **in laboratory tests

Trust the Proven Power of Baking Soda

- ✓ Removes up to 3X more plaque, compared to a non-baking soda toothpaste in hard-to-reach areas†
- ✓ Removes significantly more whole mouth plaque*2,3

- ✓ Highly effective whitening, yet extremely gentle§15
- ✓ Higher pH helps neutralize plaque acidity fast, helping reduce demineralization*4,5,16,17



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1-800-447-6666



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by scanning the QR code

References:

1) Data on file: Plaque Removal Efficacy Study (#103883). 2) Thong S, et al. *J Clin Dent*. 2011;22(5):171-178. 3) Putt MS, et al. *J Clin Dent*. 2008;19(4):111-119. 4) Zero DT. *J Am Dent Assoc*. 2017;148(suppl 11):10S-14S. 5) Myneni SR. *J Am Dent Assoc*. 2017;148(suppl 11):4S-9S. 6) Hara AT, et al. *J Am Dent Assoc*. 2017;148(suppl 11):27S-33S. 7) Rath SK, et al. *SRM J Res Dent Sci*. 2016;7(2):96-100. 8) Data on file: Toothpaste RDA Comparison Chart. 9) Data on file: Sodium Bicarbonate Competitive Analysis (#180511). 10) Harpenau LA, et al. *J Calif Dent Assoc*. 2011;39(4):225-231. 11) Ghassemi A, et al. *J Clin Dent*. 2012;23(3):86-91. 12) Zambon JJ, et al. *Compendium*. 1996;17(suppl 19):S39-S44. 13) Shen P, et al. *J Dent*. 2018;78:59-64. 14) Data on file: Six-Month Clinical Evaluation of Baking Soda Dentifrices on Gum Health (#3262). 15) Li Y. *J Am Dent Assoc*. 2017;148(suppl 11):20S-26S. 16) Data on file: Pilot Plaque Acid Neutralization Clinical Study. 17) *Inside Dentistry*. April 2007;3(4).