



The formulas they need.
The tastes they love!

Results

Statistics show that 92% of adults ages 20-64 have cavities in their permanent teeth, 23% of which go untreated! Fluoridex® toothpastes contain 1.1% neutral sodium fluoride, concentrated at 5000 ppm — more than four times the active ingredient of non-prescription brands. When you prescribe Fluoridex to your patients, you offer them professional-strength fluoride protection for superior defense against caries.

Compliance

The most effective fluoride toothpaste is the one that your patients will use consistently. A recent study shows that patients overwhelmingly prefer the taste and consistency of Fluoridex to Clinpro, and nearly twice as many reported they would brush with Fluoridex every day over its competitors.*

Exclusively from you!

Fluoridex is a prescription line of oral hygiene solutions, available exclusively through dental professionals.

Fluoride — the active ingredient in Fluoridex products — has been shown to:

- ✓ Inhibit demineralization and bacterial activity
- ✓ Prevent and control dental caries
- ✓ Provide greater enamel resistance
- ✓ Enhance remineralization



Fluoridex offers fluoride protection in a range of formulas to suit the needs of every patient.



Fluoridex Daily Defense Toothpaste

The original Daily Defense formula offers your patients maximum professional-strength fluoride to inhibit bacterial activity and enhance remineralization.

Ideal for patients with root caries or xerostomia-induced caries, and patients with high to extreme caries risk.

Available in cases of six 4 oz. tubes
Clean mint flavor (US only): 2260MT6



Fluoridex Enhanced Whitening Toothpaste

The Enhanced Whitening formula is the first professional-strength fluoride toothpaste enhanced to provide the additional benefit of whitening. It offers the same anticaries benefits of the original Daily Defense formula, plus silica to help remove surface stains without the use of hydrogen peroxide.

Prescribe to patients who have recently undergone a whitening treatment, for ongoing shade maintenance.

Available in cases of six 4 oz. tubes
Clean mint flavor (US only): 2266WT6



Fluoridex Sensitivity Relief Toothpaste

The Sensitivity Relief formula combines maximum-strength fluoride to inhibit caries and enhance remineralization, with 5% potassium nitrate for sensitivity relief.

Prescribe to patients with sensitivity caused by gum recession, enamel abrasion or abraded dentin.

Available in cases of six 4 oz. tubes
Clean mint flavor (US): 2262US6
Clean mint flavor (Canada): 2262CN6



Fluoridex Daily Renewal Oral Rinse

Fluoridex Daily Renewal Rinse contains concentrated 0.63% stannous fluoride, providing prescription-strength caries protection and dental desensitization for patients with sensitivity. When diluted for use as directed, the rinse contains 0.02% stannous fluoride per dose.

Prescribe to patients with sensitivity caused by gum recession, enamel abrasion or abraded dentin.

Available in cases of six 8.4 oz. bottles
Clean mint flavor (US only): 2268MT6



Fluoridex Sensitivity Relief SLS Free Toothpaste

The Sensitivity Relief SLS Free formula provides the same maximum-strength fluoride protection with 5% potassium nitrate for sensitivity relief, without added sodium lauryl sulfate (SLS).

Studies have shown SLS free toothpaste to help reduce outbreaks for people with recurrent aphthous ulcers.** Perfect for patients who experience xerostomia or cell sloughing as a result of SLS sensitivity.

Available in cases of six 4 oz. tubes
Clean mint flavor (US): 2264US6
Clean mint flavor (Canada): 2264CN6

Rotadent ProCare™

Dispense Fluoridex with Rotadent ProCare for a complete homecare hygiene solution

Rotadent is the only power toothbrush clinically proven to be as effective as brushing and flossing combined, making it a true one-step system designed to simplify and streamline homecare.* Rotadent ProCare and Fluoridex complement each other perfectly as premium homecare solutions — with a proven track record of compliance — that are available exclusively through dental professionals.

Dispensing Units: 94000N
Staff Units: 94000S



Optimal patient health and homecare compliance begins with a phone call!

800.433.6628
clinicianschoice.com

*Boyd RL, Murray P, Robertson PB. Effect on periodontal status of rotary electric toothbrushes vs. manual toothbrushes during periodontal maintenance. I. Clinical results. *J Periodontol*. 1989;60(7):390-395. 1991;15(5):229-234.

**Data on file.

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