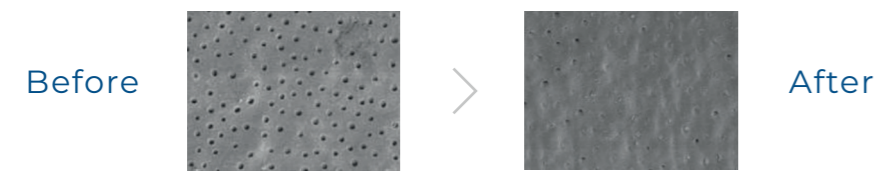


LIQUID CALCIUM™

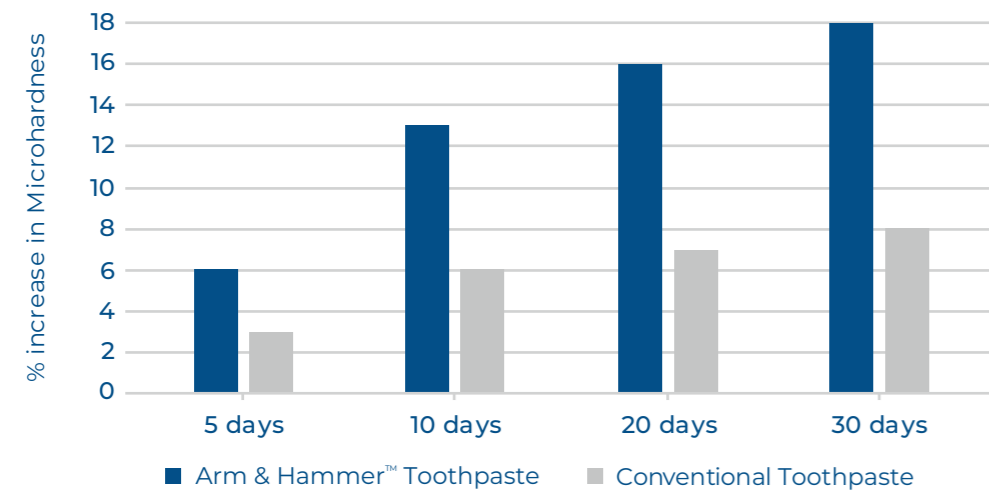
Liquid Calcium™ refers to a unique technology used in some of our **Arm & Hammer™** products. It combines fluoride with calcium and phosphate - two key building blocks for remineralisation. Liquid Calcium™ has been shown to improve tooth remineralisation¹⁰.

Liquid Calcium™ aids mineral deposition on enamel surfaces. It helps strengthen tooth enamel and protects exposed root surface to help block open channels and reduce tooth sensitivity.

Arm & Hammer™ products with Liquid Calcium™ and baking soda are superior to a conventional fluoride-only toothpaste for improving smoothness, gloss¹¹, and hardness of the tooth enamel¹².



ENAMEL HARDNESS



LIQUID CALCIUM™ + BAKING SODA: The Ultimate Combination

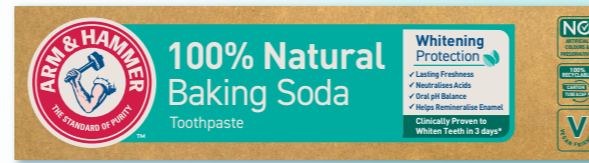


- Hardens, smooths and brightens the enamel
- Gentle on enamel
- Favours remineralisation
- Balances oral pH

OUR RANGE OF BAKING SODA TOOTHPASTES



Whitening

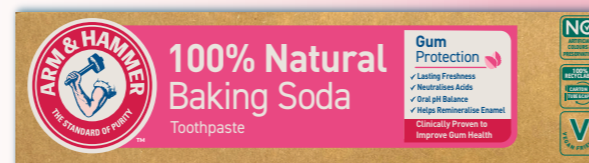


WHITENING PROTECTION

- Clinically Proven to **Whiten Teeth in 3 days**
- **Whiten and Protect. Naturally**
- Superior Stain Removal vs Non-Baking Soda Toothpastes
- Contains 1450 ppm of Fluoride



Healthy Gums



GUM PROTECTION

- Clinically Proven to **Improve Gum Health**
- **Protect and Strengthen. Naturally**
- Cleans Deep Below the Gumline
- Contains 1450 ppm of Fluoride



Stain Prevention



TOTAL CARE

- Gently Whitens up to **3 Shades in 6 Weeks**
- With MicroPolisher™ Technology
- **Stain Prevention Shield for Long Lasting Whitening**
- Contains 1450 ppm of Fluoride



Pain Relief



SENSITIVITY RELIEF^{CE}

- **Fixes the Cause of Sensitive Teeth**
- Repairs with Liquid Calcium™
- Clinically Proven for up to **16 Weeks of Pain Relief**
- Contains 1100 ppm of Fluoride

Need Further Information?

Please do not hesitate to contact us:

☎ Customer Service 0800 121 6080 @ UK enquiries@churchdwright.com

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🛒 Available at main retailers throughout the UK (in-store & online)

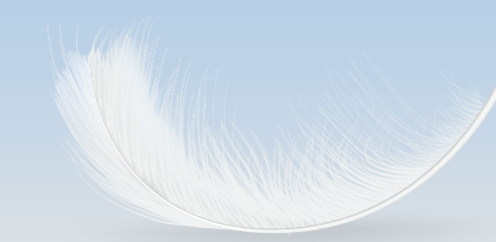
Visit www.armandhammer.co.uk for more resources and to learn more about Baking Soda.

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DEVELOPED
& PRODUCED
IN THE UK

GET SUPERIOR CLEANING WITH BAKING SODA'S GENTLE TOUCH



GET SUPERIOR CLEANING WITH **NATURAL BAKING SODA**

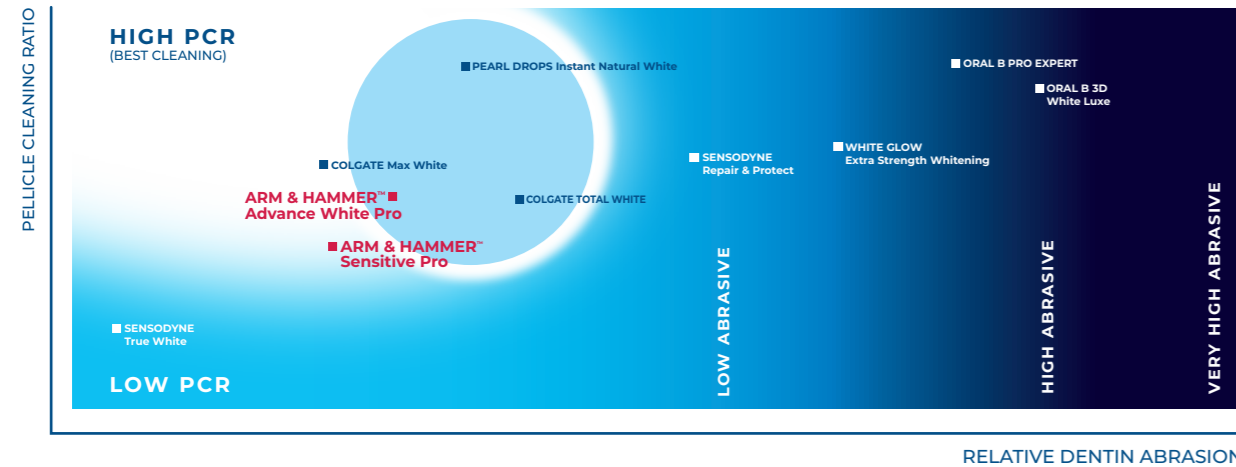


Baking Soda, is our hero ingredient. It is a completely natural cleaning agent that is gentle on tooth enamel with an Relative Dentin Abrasivity (RDA) index value of 7.

The Relative Dentine Abrasivity (RDA) and Pellicle Cleaning Ratio (PCR) graph below measures the erosive effect of dentifrices on tooth dentin and the ability of dentifrices on stain removal effectiveness. The lower the RDA value, the more gentle the paste is, whilst the higher the PCR, the better the cleaning effect.

All Arm & Hammer™ toothpastes are well below the FDA abrasivity limit and suitable for daily use, thanks to its high levels of Baking Soda producing the lowest RDA values, whilst providing a biological mechanism of deep action cleaning for superior plaque removal.¹

BEST CLEAN AND LOWEST ABRASION SCORES



TRUST THE POWER OF **BAKING SODA**²



> **Removes up to 5x more plaque** in hard-to-reach areas versus a non-baking soda toothpaste.



> Alkalinity of baking soda **promotes a neutral pH** to **prevent caries** and favour remineralisation.



> **Neutralises unpleasant-smelling odour** compounds without use of antibacterial agents.



> **Gentle on the tooth enamel** (Moh's Relative Hardness lower than enamel: 2.5 vs. 5).



> Fast dispersal throughout the oral cavity thanks to its solubility in water to **clean deep between teeth** and **below the gum line**.

GREATER PLAQUE REMOVAL BY **BAKING SODA** TOOTHPASTES ESPECIALLY ON HARD-TO-REACH SURFACES



"Collective data from five controlled clinical studies [...] consistently demonstrate that [Arm & Hammer™] baking soda dentifrices enhanced plaque removal efficacy of tooth brushing [...] compared to tooth brushing with the baking soda-free dentifrices³."

Since plaque biofilm is responsible for dental caries, gingivitis and periodontitis, its removal is of primary importance⁴.

Peer reviewed clinical studies confirm that Arm & Hammer™ **Baking Soda** toothpastes remove more plaque than regular non-Baking Soda Toothpastes³⁻⁵.

Baking Soda has low abrasivity that delivers disruptive action to help remove plaque biofilm even on hard-to-reach surfaces, whilst providing patients with safe, gentle whitening.



Before

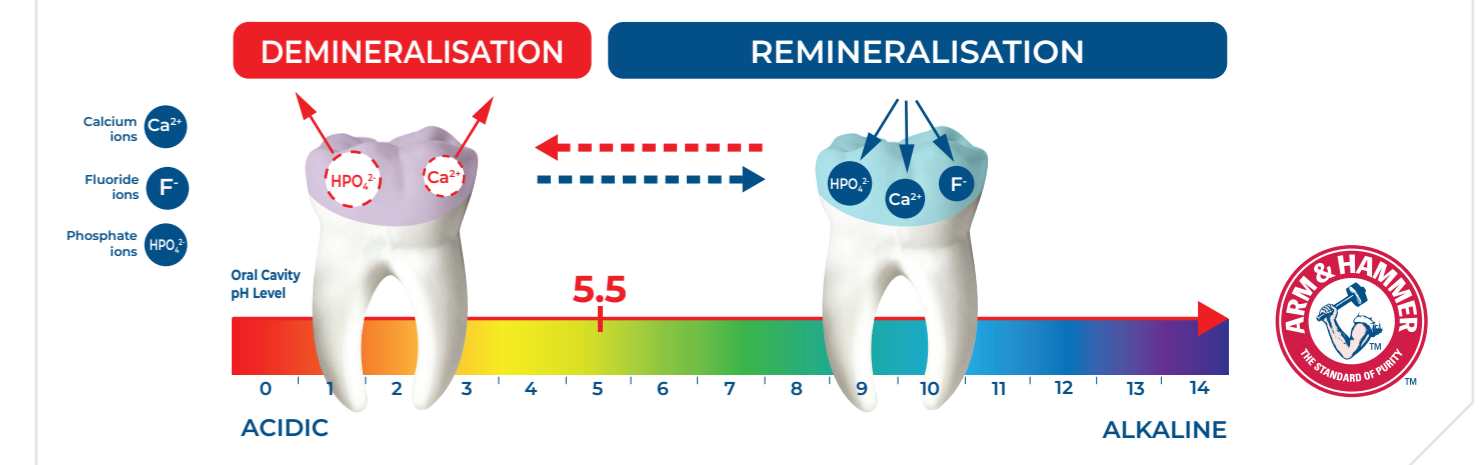


After



FOR ILLUSTRATIVE PURPOSES ONLY

EFFECTIVE **MINERAL BALANCE** FOR PREVENTION



- > Tooth enamel is composed almost entirely (97%) of calcium and phosphate in the form of hydroxyapatite (HAP)⁶. In the oral environment, HAP is constantly being added (remineralisation) and lost (demineralisation) in a dynamic process.⁷
- > Plaque acids caused by sugars and daily diet are the primary reasons for demineralisation⁹.
- > When pH exceeds 5.5, the balance shifts towards remineralisation. This balance between demineralisation and remineralisation is critical for enamel maintenance.
- > A neutral oral environment favours caries prevention.
- > **Arm & Hammer™ toothpastes contain baking soda and fluoride. Baking soda helps to raise oral pH and combined with fluoride this promotes remineralisation of enamel.**

A TRUSTED SOLUTION FOR **MORE THAN 170 YEARS**

Since 1846, Arm & Hammer™ Baking Soda has been the standard of purity, and a trusted household staple in millions of homes across the globe.

All our dental solutions are developed and produced in our state of the art facility in Kent (UK). It hosts a Design Thinking Room, Packaging and Product Lab, a Consumer Testing Centre, and a Production Line.

