

Baking Soda <sup>2,3</sup>	● 7	100%
ARM & HAMMER™ DentalCare™ <sup>4</sup>	● 36	65%
ARM & HAMMER™ PeroxiCare™ <sup>4</sup>	● 44	50%
ARM & HAMMER™ Sensitive <sup>4</sup>	● 45	45%
ARM & HAMMER™ Advance White™ <sup>4</sup>	● 47	50%
TheraBreath® Fresh Breath <sup>4</sup>	● 51	—
Colgate® Optic White® Renewal <sup>4</sup>	● 54	—
Sensodyne® Pronamel® Mineral Boost <sup>4</sup>	● 57	—
TheraBreath® PLUS Toothpaste <sup>4</sup>	● 68	—
Burt's Bees® Enamel Care (Sodium Fluoride) <sup>4</sup>	● 73	—
TheraBreath® Charcoal Whitening <sup>4</sup>	● 75	—
Colgate® Cavity Protection <sup>4</sup>	● 75	—
Aim™ Cavity Protection Gel <sup>4</sup>	● 87	—
Hello® Activated Charcoal <sup>4</sup>	● 88	—
Sensodyne® Repair & Protect (Stannous Fluoride) <sup>4</sup>	● 95	—
Burt's Bees® Purely White Zen (Fluoride-Free) <sup>4</sup>	● 95	—
Paradontax™ Whitening Complete Protection <sup>4</sup>	● 99	—
ARM & HAMMER™ Fresh Breath <sup>4</sup>	● 105	20%
ARM & HAMMER™ Complete Care™ <sup>4</sup>	● 111	20%
Hello® Antiplaque & Whitening <sup>4</sup>	● 115	—
Crest® Cavity Protection <sup>4</sup>	● 118	—
Tom's of Maine® Activated Charcoal <sup>4</sup>	● 118	—
Crest® Pro-Health™ Gum Detoxify™ <sup>4</sup>	● 121	—
Sensodyne® Pronamel® Alpine Breeze <sup>4</sup>	● 121	—
Crest® Baking Soda & Peroxide <sup>4</sup>	● 127	<10%
Colgate® Baking Soda & Peroxide <sup>4</sup>	● 134	<10%
Tom's of Maine® Whole Care® <sup>4</sup>	● 139	<10%
Sensodyne® Extra Whitening <sup>4</sup>	● 147	—
Hello® Naturally Whitening Fluoride Toothpaste <sup>4</sup>	● 152	—
Tom's of Maine® Antiplaque & Whitening <sup>4</sup>	● 153	<10%
ARM & HAMMER™ Enamel Defense <sup>4</sup>	● 154	35%
Colgate® Total <sup>SF</sup> Whitening <sup>4</sup>	● 175	—
Colgate® Total <sup>SF</sup> Advanced Whitening <sup>4</sup>	● 182	—
<b>FDA Recommended Maximum<sup>3,5</sup></b>	● 200	—
Crest® Pro-Health™ Advanced <sup>4</sup>	● 201	—
Crest® 3D White™ Brilliance <sup>4</sup>	● 204	—
Colgate® Optic White® with Charcoal <sup>4</sup>	● 214	—
<b>ADA Recommended Maximum<sup>3,5</sup></b>	● 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.

**References:**

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