JADA Examines the Science Behind Baking Soda Toothpaste

Give your patients superior cleaning power with baking soda toothpaste

LOW ABRASIVITY

CLEANS WITH AN RDA AS LOW AS 35

GENTLY WHITENS

NEUTRALIZES ACID

DISRUPTS PLAQUE

54% greater stain reduction† versus a non-baking soda toothpaste

Neutralizes plaque acids fast with a pH of about 8.4‡

Arm & Hammer baking soda toothpastes provide gentle stain removal and whitening, help remineralize teeth, and remove biofilm.‡


*RDA = Relative Dentin Abrasivity
†From baseline using Arm & Hammer Advance White Extreme Whitening Toothpaste vs a non-baking soda toothpaste.
©2019 Church & Dwight Co., Inc. All Rights Reserved.

To learn more, go to OralCarePro.com

"Baking soda-containing dentifrices are ideal candidates to be considered as a universal dentifrice." - JADA