

Why Fluoride?

Fluoride is a naturally occurring mineral found in water and some foods. Fluoride can help prevent tooth decay, which is why it is added to toothpaste.

Fluoride toothpaste

- Brushing your teeth with fluoride toothpaste is one of the most effective ways of preventing tooth decay.
- The concentration of fluoride in toothpaste varies depending on the manufacturer and intended user. The amount of fluoride in a toothpaste will be printed on the side of the tube. The concentration of fluoride in toothpaste is measured in parts per million (ppm). Ask your dentist which toothpaste strength is best for you or your child.
- **Do not rinse with mouthwash or water after brushing because it washes away the fluoride in the toothpaste. We recommend “spit don’t rinse”.**

Fluoride varnish

Fluoride varnish can be applied at a dental appointment by the dental team. The process involves painting a concentrated fluoride varnish onto the surface of the teeth. It works by strengthening tooth enamel, making it more resistant to decay.

Water fluoridation

Around 5.8 million people in England receive fluoridated tap water. This means fluoride has been added to bring to concentration to around 1mg of fluoride per litre of water. This level has been found to reduce tooth decay. The tap water in Surrey is not currently treated with fluoride.

Is fluoride safe?

- Yes. Fluoride has been studied for over 70 years and is proven to be safe and effective in preventing tooth decay.
- For a child (under 6), toxicity could only occur if they swallowed an entire tube (100–150g) of fluoride toothpaste at once. For an adult, several tubes of toothpaste would need to be swallowed all at once. This scenario would be extremely rare.

Public Health England (PHE) regularly reviews all evidence and research associated with fluoride. PHE has confirmed that water fluoridation is an effective and safe public health measure. Water fluoridation reduces the frequency and severity of dental decay.

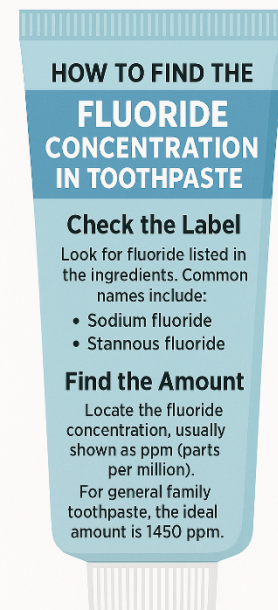
Fluoride is a key ingredient in protecting your teeth from decay. Without it:

- ❌ Tooth enamel becomes more vulnerable to acid attacks from food and bacteria.
- ❌ Tooth Decay (holes) are more likely to form and may progress more quickly.
- ❌ More dental work may be needed, such as fillings, crowns, or even extractions if decay is severe.

Fluoride toothpaste is one of the simplest and most effective ways to protect your teeth — every day.

Dental Fluorosis

A condition called dental fluorosis can sometimes occur if a child's teeth are exposed to too much fluoride when they are developing. Mild dental fluorosis presents as very fine pearly white lines or flecking on the surface of the teeth. The correct use of fluoride toothpaste will not cause fluorosis.



INGREDIENTS: Aqua, Sorbitol, Hydrated Silica, Glycerin, Potassium Nitrate, Aroma, Cocamidopropyl Betaine, Xanthan Gum, Sodium Saccharin, Sodium Fluoride, Mica, Titanium Dioxide, Sodium Hydroxide, Limonene, Eugenol.
CONTAINS: Sodium Fluoride 0.315% w/w (1450 ppm fluoride).