

# Clinical Efficacy Studies of Four Dentifrice Products in the Treatment of Gingivitis, Gingival Bleeding and Plaque

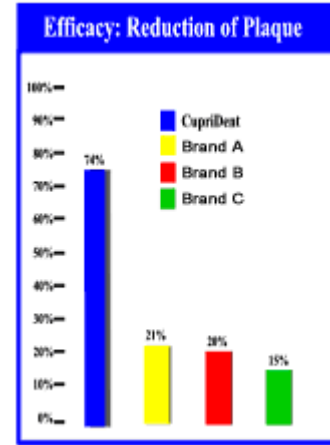
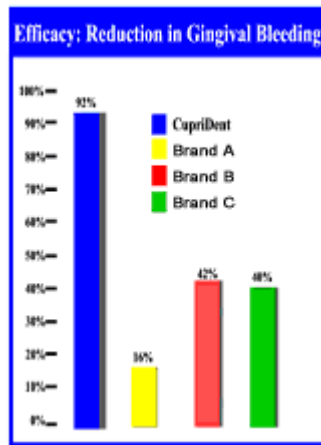
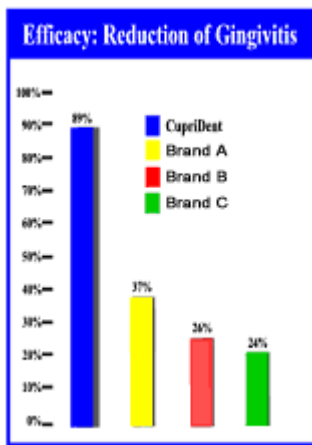
The following graphical representation of test results summarizes the Clinical Data collected in the course of two separate clinical trials of four dentifrice products:

**CUPRIDENT® PROFESSIONAL FORMULA DENTRIFRICE**

**BRAND A REGULAR TOOTHPASTE**

**BRAND B NATURAL HERBAL TOOTHPASTE & GUM THERAPY™**

**BRAND C TARTAR CONTROL TOOTHPASTE**



The procedures followed in all of the testing were:

- A complete analysis of plaque and bleeding: "Baseline"
- A scaling and cleaning prior to starting the tests
- Controls by a "Double Blind" technique in which neither the dentists nor the participants knew which product was being used
- Duration of tests: 12 weeks

Colgate and Herbal Data are from the paper entitled: *Clinical Efficacy of An Herbal Toothpaste*, D. Estafan, DDS, et al, College of Dentistry, New York University, N.Y., NY

Crest and Cuprident Data are in the paper entitled: *Therapeutic Effects on Gingival Health of Mono Copper (II) Citrate in Toothpaste*, R. Moore, DDS, et al, School of Dentistry, Dept. of Periodontics and Dental Hygiene, Univ. of Louisville, Louisville, KY

**This Graphical Presentation Format presents with clarity the superior performance of the Cuprident Professional Formula Dentifrice product in all categories evaluated. The original data are available upon request.**

Trademark Holders: Colgate, Colgate-Palmolive; Crest, Procter & Gamble; Herbal Mouth & Gum Therapy, Woodstock Natural Products, Inc.; Cuprident, CSI, Inc

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