

# 3M™ Clinpro™ Clear Fluoride Treatment

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## Competitive talking points

3M™ Clinpro™ Clear Fluoride Treatment  
3M



VS

FluoriMax®  
2.5% Sodium Fluoride Varnish  
Elevate Oral Care



### Ingredients

#### 3M™ Clinpro™ Clear Fluoride Treatment

Main ingredients & function	%*	CAS#
<b>Deionized water</b>	<b>&gt;75</b>	<b>7732-18-5</b>
Sodium fluoride	2.10	7681-49-4
Ionic cross linked polymer	<2.0	proprietary technology
Buffer to maintain neutral pH	<2.0	102-71-6
Polymer-stabilized calcium and phosphate buffer	<2.0	proprietary technology
Modified cellulose	<2.5	9004-62-0
Sucralose	<1	56038-13-2
Xylitol	<6.0	87-99-0

#### FluoriMax® 2.5% Sodium Fluoride Varnish

Main ingredients & function	%*	CAS#
Ethyl alcohol, 200 proof	>10	64-17-5
Sodium fluoride	<5	7681-49-4
<b>Premium shellac**</b>	<b>&gt;10</b>	<b>9000-59-3</b>
Propylene glycol	>5	57-55-6
Disodium phosphate anhydrous	<5	7558-79-4
Xylitol	<5	87-99-0
Sucralose	<5	56038-13-2

\*\* The exact concentration is being withheld as a trade secret.

\*\* **The premium shellac ingredient in the composition originates from the excretions of the Asian lac insect.**

### Comparison

#### 3M™ Clinpro™ Clear Fluoride Treatment

##### Solvent: alcohol vs. water



##### Water-based polymer

The ingredients in Clinpro Clear Fluoride Treatment do not require any solvent (other than water) for them to stay in solution and are easy to spread onto tooth surfaces. Clinpro Clear Fluoride Treatment is **hydrophilic** (compatible with water), so once applied, it does not harden on tooth surfaces and creates a smooth, clean mouth feel for the patient.

#### FluoriMax® 2.5% Sodium Fluoride Varnish

##### Premium shellac

The **fluoride in a sticky shellac coating is not dissolved and requires the patient's saliva to dissolve the coating to release the fluoride.** Laboratory testing shows that the fluoride release from FluoriMax is variable, and the amount of fluoride in the formulation may not all be released. The premium shellac ingredient in the composition **originates from the excretions of the Asian lac insect.** This can be found by searching the CAS-No. disclosed on the SDS. The high alcohol concentration (200 proof) in the formulation is necessary to allow the shellac to be flowable and spread onto tooth surfaces. Shellac is naturally **hydrophobic** (water repelling), and once it is applied and gets wet with the patient's saliva, it hardens to a chalky texture.

<p><b>3M™ Clinpro™ Clear Fluoride Treatment</b></p> <p><b>Calcium phosphate ingredient</b></p> <p><b>Stabilized calcium phosphate technology</b> Calcium and phosphate are embedded in the water-based soluble polymer and are combined on tooth surfaces when Clinpro Clear Fluoride Treatment is applied.</p> <p><b>Packaging</b></p> <p><b>Single-dose L-Pops</b></p> <ul style="list-style-type: none"> <li>Assures each unit dose contains the correct dosage of ingredients.</li> <li>Already in solution, no mixing is required.</li> <li>Helps prevent cross-contamination between patients.</li> </ul> <p><b>Application differences</b></p>  <p>For best results, remove any excess saliva prior to applying Clinpro Clear Fluoride Treatment.</p> <ul style="list-style-type: none"> <li>Can be applied with sweeping brush strokes, and is quick to apply with the micro-brush included in each L-Pop package.</li> <li>Can migrate (or move) to additional tooth surfaces after application, which means the product can reach difficult-to-reach posterior, lingual and interproximal areas.</li> </ul> <p><b>Patient experience</b></p> <ul style="list-style-type: none"> <li>Water-based composition appears completely clear on the teeth. In a clinical study, patients reported that the coating made their teeth feel smooth, slick and clean.</li> </ul> <p><b>Contact time</b></p> <p><b>15 minutes.</b> Patients can resume their normal daily activities and hygiene after just 15 minutes.</p> <p><b>Flavors</b></p> <p>Mint, watermelon and flavorless</p>	<p><b>FluoriMax® 2.5% Sodium Fluoride Varnish</b></p> <p><b>Hydroxyapatite</b> Hydroxyapatite has a hard structure making it difficult to thoroughly combine with enamel.</p> <p><b>Multi-dose bottles and unit-dose ampules</b></p> <ul style="list-style-type: none"> <li>When supplied in multi-dose containers, traditional fluoride varnishes tend to separate out of the solution and settle at the bottom of the container, posing a significant issue to ensure a uniform application of the ingredients.</li> <li>Some customers consider a multi-dose bottle to be a more cost-effective option. However, additional consumables are required to dispense the product – brushes and dappen dishes.</li> <li>Each dose will need to be decontaminated after use with multi-dose.</li> </ul> <p><b>Application differences</b></p>  <ul style="list-style-type: none"> <li>Must be shaken vigorously for 15 seconds prior to application since the ingredients do not stay in solution.</li> <li>The ampule must be continually squeezed during application to supply the bristles with product.</li> </ul> <p><b>Patient experience</b></p> <ul style="list-style-type: none"> <li>After application, it is recommended that patients breathe in while the dental professional retracts the cheeks to aid in drying.</li> <li>The shellac in FluoriMax will appear chalky on the patient's teeth once it gets wet with saliva.</li> </ul> <p><b>Contact time</b></p> <p><b>4–6 hours.</b> Patients should allow FluoriMax to remain on their teeth for 4–6 hours, and hold off brushing and flossing until the next day after treatment.</p> <p><b>Flavors</b></p> <p>Mint, bubble gum, caramel, cotton candy and unflavored</p>
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Application differences demo: paint FluoriMax on a glass slide and dip it in water. You can quickly see how the product gets a chalky texture when wet. If you repeat this demo with Clinpro Clear Fluoride Treatment, you can see how smooth, slick and clear the coating is when it is wet.



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