

# CHURCH & DWIGHT CO., INC.

CONSUMER PRODUCTS • SPECIALTY PRODUCTS



## MATERIAL SAFETY DATA SHEET

MSDS NUMBER: MSDS-1308

ISSUE DATE: 10/24/05

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### 1. PRODUCT AND COMPANY IDENTIFICATION

Church & Dwight Co., Inc.  
469 N. Harrison Street  
Princeton, NJ 08543

**MENTADENT ADVANCED WHITENING TOOTHPASTE**

Information Phone:  
1-609-683-5900 (USA)

Medical Emergency Phone:  
1-888-234-1828

### 2. COMPOSITION/INFORMATION ON INGREDIENTS

#### Chemical Ingredient (% by Weight)

Each Phase:

Humectant	35 to 55 %
Binders, Thickeners, Abrasives	15 to 40 %
Water	15 to 50 %
Cleaning Agent, Tartar Reducing Agent, Fluoride	7 to 15 %
Flavor, Sweetener, Color, Carrier	< 5%

The product(s) described in the Material Safety Data Sheet are regulated under the Federal Food, Drug and Cosmetics Act and are safe to use as per directions on container, box or accompanying literature (where applicable).

Not hazardous under OSHA Standard 29 CFR 1910.1200.

Not a WHMIS controlled substance.

### 3. HAZARDS IDENTIFICATION

#### EMERGENCY OVERVIEW

Bi-colored toothpaste having a pleasant odor.  
Not a fire hazard.  
No significant health or environmental effects associated with this material.

HMIS Rating	
Health	0
Fire	0
Reactivity	0

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### Potential Health Effects

EYE: May be irritating to the eye.

SKIN CONTACT: May be irritating to the skin.

INGESTION: Material is practically non-toxic. Small amounts swallowed during normal handling operations are not likely to cause injury as long as the stomach is not overly full; swallowing larger amounts may cause injury.

INHALATION: None known.

CARCINOGENICITY: Not classified as carcinogenic by NTP, IARC, OSHA, ACGIH or NIOSH.

### 4. FIRST AID MEASURES

EYES: Check for and remove contacts. Flood eyes with clean flowing water, low pressure and luke warm (not hot) if possible, occasionally lifting eyelids. If reaction persists, consult a physician, eye doctor or emergency room immediately.

SKIN CONTACT: Flush with water, wash with soap and water. In the unlikely event of a reaction, consult a physician.

INHALATION: Reaction not expected. Seek medical attention in the event of aspiration

INGESTION: Never give anything by mouth to an unconscious person. This product is safe for its intended use. If large amounts are ingested, it may cause nausea, vomiting or diarrhea. Seek medical attention.

### 5. FIRE FIGHTING MEASURES

FLAMMABLE PROPERTIES

FLASHPOINT: Not combustible

METHOD USED: Not applicable

FLAMMABLE LIMITS

LFL: Not applicable

UFL: Not applicable

EXTINGUISHING MEDIA: Non-combustible material. Use extinguishing media appropriate for surrounding fire.

CONTENTS UNDER PRESSURE: No

UNUSUAL FIRE AND EXPLOSION HAZARDS: None known.

### 6. ACCIDENTAL RELEASE MEASURES

Scoop up into dry, clean containers. Wash away uncontaminated residue with water.

### 7. HANDLING AND STORAGE

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Store in cool, dry areas and away from incompatible substances (see Section 10).

### 8. EXPOSURE CONTROLS/PERSONAL PROTECTION

RESPIRATORY PROTECTION: Not applicable.

PROTECTIVE GLOVES: General purpose for handling dry product. Impervious gloves when working with solutions.

EYE PROTECTION: Safety glasses when handling bulk material or when dusts are generated.

OTHER PROTECTIVE CLOTHING OR EQUIPMENT: Full cover clothing. Apron where splashing may occur when working with solutions.

### 9. PHYSICAL AND CHEMICAL PROPERTIES

APPEARANCE: Bi-colored toothpaste having a pleasant odor.

ODOR: None.

PHYSICAL STATE: Paste

VAPOR PRESSURE: Not applicable.

VAPOR DENSITY: Not applicable.

BOILING POINT: Not applicable.

FREEZING/MELTING POINT: Not applicable.

% VOLATILE: Not applicable.

VOLATILE ORGANIC COMPOUNDS: Not applicable.

### 10. STABILITY AND REACTIVITY

CHEMICAL STABILITY: Stable.

CONDITIONS TO AVOID: Excessive temperature.

INCOMPATIBILITY WITH OTHER MATERIALS: Strong oxidizers or reducing agents.

HAZARDOUS DECOMPOSITION PRODUCTS: None Known

HAZARDOUS POLYMERIZATION: Not applicable.

### 11. TOXICOLOGICAL INFORMATION

No data available.

### 12. ECOTOXICOLOGICAL INFORMATION

No data available.

### 13. DISPOSAL CONSIDERATIONS

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Dispose of in accordance with all local, state and federal environmental regulations. Empty containers may be incinerated or discarded as general trash.

### 14. TRANSPORTATION INFORMATION

D.O.T. SHIPPING NAME: Not regulated

TECHNICAL SHIPPING MENTADENT ADVANCED WHITENING TOOTHPASTE

D.O.T. HAZARD CLASS: None

U.N./N.A. NUMBER: None

HAZARDOUS SUBSTANCE/RQ: None

D.O.T. LABEL: None

### 15. REGULATORY INFORMATION

CLEAN AIR ACT SECTION 611: Material neither contains nor is it manufactured with ozone depleting substances (ODS).

FOOD AND DRUG ADMINISTRATION: Generally Recognized As Safe (GRAS) direct food additive (21 CFR 184.1736).

### 16. OTHER INFORMATION

SUPERSEDES DATE: 05/12/04

REASON FOR REVISION: Formulation Change

For additional non-emergency health, safety and environmental information call 609.279.7705 or write to:

Church & Dwight Co. Inc.  
R & D Technical Regulatory Affairs  
469 North Harrison Street  
Princeton, New Jersey 08543

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