

SENSITIVE TEETH TOOTHPASTE USING NEOSORB[®] 70/70 B SORBITOL SOLUTION (Strontium chloride)

FORMULA

	% (by weight)
NEOSORB [®] 70/70 B sorbitol solution	34.30
Purified water	23.94
Abrasive silica TIXOSIL [®] 73, Rhodia	14.00
Thickening silica TIXOSIL [®] 43, Rhodia	10.00
Strontium chloride	10.00
Sodium lauryl sulfate (30 % DS), SIPON [®] LCSV95, Sidobre Sinnova	4.16
Mint flavour	1.00
Ethanol	1.00
Titanium dioxide	0.70
Sodium carboxymethylcellulose, BLANOSE [®] 7MXF, Aqualon	0.70
Sodium saccharinate	0.20

METHOD

- Prepare solution A by dissolving strontium chloride and sodium saccharinate in water at 50°C.
- Prepare solution B by dispersing the sodium carboxymethylcellulose under conditions of vigorous agitation in the NEOSORB[®] 70/70 B sorbitol solution.
- A is added to B. This mixture is allowed to stand for 30 minutes.
- The titanium dioxide is poured into the vacuum-mixing vessel and the above mixture is then added. This is vacuum-mixed for 5 minutes.
- The flavouring is added and mixed for 5 minutes under vacuum.
- Half of the silicae is added and mixed under vacuum for 10 min.
- The second half of the silicae is added and mixed under vacuum for another 10 minutes.
- Finally, the sodium lauryl sulfate solution is added, followed by a final 3 minutes of mixing.