



Hello Mentadent™ User,

Thank you for your years of loyalty to the ARM & HAMMER™ Mentadent™ Brand. Customers like you are why it's so difficult to share that Mentadent™ is being discontinued. The product will no longer be available for purchase as of Spring 2017.

We know how important ARM & HAMMER™ Mentadent™ has been to the oral care of you and your family. The decision to discontinue the brand did not come easily.

For your continued oral health please consider [ARM & HAMMER™ PeroxiCare™ Toothpaste](#). Like Mentadent™, it too combines the deep cleaning power of Baking Soda with the breath-freshening power of peroxide.

Please know that any Mentadent™ product you currently have in your possession or see on the shelves is safe when used as directed.

Thank you again for your loyalty through the years. For more information please feel free to contact our Consumer Relations team at 1-800-786-5135 or by visiting us at <http://www.armandhammer.com/ContactUs.aspx>.

Sincerely,

The ARM & HAMMER Brand.