



# Stripe™

America's  
first toothpaste  
with germ-fighting  
**red stripes**

# Stripe™

Originally launched in 1956, Stripe™ was America's first fun striated toothpaste that came out of the tube looking like candy. The gel red stripe was not there just for fun - it contained Hexachlorophene which was a powerful germ fighting ingredient.

Experts claimed that Hexachlorophene reduced germs in the mouth by 94%. It was touted as the most effective germ-killer ever put in a toothpaste and became the #1 toothpaste for children of all ages.



This is it!

# Stripe

the toothpaste with germ-fighting red stripes

**NEVER BEFORE!**  
Stripe toothpaste contains an active concentration of Hexachlorophene freshly added as you squeeze the tube. It's in the stripes.

**NEVER BEFORE** a toothpaste that keeps your whole mouth and breath **HYGIENICALLY CLEAN**

Stripe will soothe your teeth, it keeps your mouth and breath fresh all day - tastes good, too! The active Hexachlorophene in Stripe attacks and destroys decay, germs, plaque, tartar, and bad breath.

**WHY THE RED STRIPES?** The active concentration of germ-fighting Hexachlorophene is added directly to your toothpaste as you squeeze and push out stripes of white gel. This means you get the germ-fighting power of Hexachlorophene every time you brush.

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Follow the STRIPES. They ensure you'll see a clean white smile and your breath will stay fresh all day.

**See how Stripe's right - it's in the stripes!**

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# Stripe™

all natural ingredients  
no harsh chemicals



# Stripe™

great for kids & adults

Fluoride to prevent cavities



# Stripe™

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