6. The method of any of claims 1-5 wherein the ratio of water soluble polymer to the hydrophobic/lipophilic additive by weight is 10:1 and 2.75:1.

7. The method of any of claims 1-6 wherein the amount of hydrophobic/lipophilic additive in polymer matrix film is 7% to 33% by weight, or 11% to 21% by weight.

8. The method of any of claims 1-7 wherein the polymer matrix film further comprises one or more additional components selected from the group consisting of: diols, surfactants, starches, colorants, dyes, sweeteners, whitening agents, breath freshening agents, abrasives, cationic prophylactic and therapeutic agents, fluoride ion sources, stannous ion sources, tartar control agents, antimicrobial agents, antioxidants, saliva stimulating agents, antiplaque agents, anti-inflammatory agents, H2 antagonists, desensitizing agents, nutrients, and proteins.

9. The method of any of claims 1-8 wherein the dentifrice base further comprises one or more additional components selected from the group consisting of: diols, surfactants, starches, colorants, dyes, sweeteners, whitening agents, breath freshening agents, abrasives, cationic prophylactic and therapeutic agents, fluoride ion sources, stannous ion sources, tartar control agents, antimicrobial agents, antioxidants, saliva stimulating agents, antiplaque agents, anti-inflammatory agents, H2 antagonists, desensitizing agents, nutrients, and proteins.

10. The method of any of claims 1-9 further comprising the steps of:

forming a low solubility flavorant free polymer matrix film by forming a slurry comprising a polymer and free of a low solubility flavorant,

dispensing the slurry on a surface wherein the slurry forms a layer of slurry on the surface, and

drying the layer of slurry to produce the low solubility flavorant free polymer matrix film.

11. The method of claim 10 further comprising the step of after drying the slurry layer to form the low solubility flavorant free polymer matrix film, cutting or punching the low solubility flavorant free polymer matrix film to form film flakes or strips of low solubility flavorant free polymer matrix film prior to combining the film with the dentifrice base.

12. The method of any of claims 1-11 wherein the polymer matrix film that is formed comprises Methocel E5, Methocel E50, ZnO Powder and Tween 80.

13. The method of any of claims 1-12 wherein polymer matrix film is formed in the substantial absence of alcohol.

14. The method of any of claims 1-13 wherein the dentifrice base that is formed comprises: Polyethylene Glycol 600, CMC 50T , Sodium Saccharin, Sodium Fluoride, Sorbitol, Purified Water, D&C Red No. 30, Silica Zeodent 114, Silica Zeodent 165, Cocaamidopropyl Betaine, Sodium Lauryl Sulfate and Menthol.

15. The method of any of claims 1-14 wherein the combined polymer matrix film and dentifrice base comprises about 0.2% menthol.

16. The method of any of claims 1-15 wherein the combined polymer matrix film and dentifrice base comprises about 1% polymer matrix film.

17. A dentifrice product comprising with low solubility flavorant-free polymer matrix film in a dentifrice base comprising low solubility flavorant produced by the method comprising the steps of:

a) forming a low solubility flavorant-free polymer matrix film in the substantial absence low solubility flavorant, wherein said polymer matrix comprises one or more hydrophobic/lipophilic additives;

b) forming a dentifrice base comprising low solubility flavorant; and

c) combining the polymer matrix film with the dentifrice base.

18. A dentifrice product comprising with low solubility flavorant-free polymer matrix film in a dentifrice base comprising low solubility flavorant.

6. The method of any of claims 1-5 wherein the ratio of water soluble polymer to the hydrophobic/lipophilic additive by weight is 10:1 and 2.75:1.

7. The method of any of claims 1-6 wherein the amount of hydrophobic/lipophilic additive in polymer matrix film is 7% to 33% by weight, or 11% to 21% by weight.

7. The method of any of claims 1-6 wherein the polymer matrix film further comprises one or more additional components selected from the group consisting of: diols, surfactants, starches, colorants, dyes, sweeteners, whitening agents, breath freshening agents, abrasives, cationic prophylactic and therapeutic agents, fluoride ion sources, stannous ion sources, tartar control agents, antimicrobial agents, antioxidants, saliva stimulating agents, antiplaque agents, anti-inflammatory agents, H2 antagonists, desensitizing agents, nutrients, and proteins.

8. The method of any of claims 1-7 wherein the dentifrice base further comprises one or more additional components selected from the group consisting of: diols, surfactants, starches, colorants, dyes, sweeteners, whitening agents, breath freshening agents, abrasives, cationic prophylactic and therapeutic agents, fluoride ion sources, stannous ion sources, tartar control agents, antimicrobial agents, antioxidants, saliva stimulating agents, antiplaque agents, anti-inflammatory agents, H2 antagonists, desensitizing agents, nutrients, and proteins.

9. The method of any of claims 1-8 further comprising the steps of:

forming a low solubility flavorant free polymer matrix film by forming a slurry comprising a polymer and free of a low solubility flavorant,

dispensing the slurry on a surface wherein the slurry forms a layer of slurry on the surface, and

drying the layer of slurry to produce the low solubility flavorant free polymer matrix film.

10. The method of claim 9 further comprising the step of after drying the slurry layer to form the low solubility flavorant free polymer matrix film, cutting or punching the low solubility flavorant free polymer matrix film to form film flakes or strips of low solubility flavorant free polymer matrix film prior to combining the film with the dentifrice base.

11. The method of any of claims 1-10 wherein the polymer matrix film that is formed comprises Methocel E5, Methocel E50, ZnO Powder and Tween 80.

12. The method of any of claims 1-11 wherein polymer matrix film is formed in the substantial absence of alcohol.

13. The method of any of claims 1-12 wherein the dentifrice base that is formed comprises: Polyethylene Glycol 600, CMC 50T , Sodium Saccharin, Sodium Fluoride, Sorbitol, Purified Water, D&C Red No. 30, Silica Zeodent 114, Silica Zeodent 165, Cocaamidopropyl Betaine, Sodium Lauryl Sulfate and Menthol.

14. The method of any of claims 1-13 wherein the combined polymer matrix film and dentifrice base comprises about 0.2% menthol.

15. The method of any of claims 1-14 wherein the combined polymer matrix film and dentifrice base comprises about 1% polymer matrix film.

16. A dentifrice product comprising with low solubility flavorant-free polymer matrix film in a dentifrice base comprising low solubility flavorant produced by the method comprising the steps of:

a) forming a low solubility flavorant-free polymer matrix film in the substantial absence low solubility flavorant, wherein said polymer matrix comprises one or more hydrophobic/lipophilic additives;

b) forming a dentifrice base comprising low solubility flavorant; and

c) combining the polymer matrix film with the dentifrice base.

17. A dentifrice product comprising with low solubility flavorant-free polymer matrix film in a dentifrice base comprising low solubility flavorant.