CLAIMS

What is claimed is:

1. An encapsulated oral care composition comprising:

(a) a water soluble capsule; and

(b) a oral care composition contained within the capsule, and comprising:

i. a hydrophilic active;

ii. a hydrophobic structuring agent; and

iii. a hydrophobic carrier.

~~2.~~ ~~The composition of claim 1,~~ wherein the hydrophobic structuring agent comprises a gelled mineral oil, and wherein the gelled mineral oil is a plastigel comprising polyethylene and mineral oil.

~~3.~~2. The composition of any preceding claim, wherein the hydrophilic active comprises a solid active.

~~4.~~3. The composition of any preceding claim, wherein the hydrophobic structuring agent comprises the gelled mineral oil in an amount of 1-20 wt.% based on a total weight of the oral care composition.

~~5. The composition of any preceding claim, wherein the gelled mineral oil is a plastigel comprising polyethylene and mineral oil.~~

~~6.~~4. The composition of any preceding claim, wherein the carrier comprises at least one of a vegetable oil and silicone oil.

~~7.~~5. The composition of any of claims 1-4, wherein the carrier comprises a C6 to C12 triglyceride.

~~8.~~6. The composition of any preceding claim, wherein the carrier constitutes 60-80 wt.% of the oral care composition.

~~9.~~7. The composition of any preceding claim, wherein the hydrophilic active is cetylpyridinium chloride.

~~10.~~8. The composition of any preceding claim, wherein the hydrophilic active constitutes 0.05-5 wt.% of the oral care composition.

~~11.~~9. The composition of any preceding claim, wherein the oral care composition further comprises 5-25 wt.% of a flavoring agent and 0.1-5 wt.% of a sweetening agent.

~~12.~~10. The composition of any preceding claim, wherein the hydrophilic active is cetylpyridinium chloride, the hydrophobic structuring agent is a gelled mineral oil, the carrier is caprylic/capric triglyceride, and the oral care composition further comprises hydrated silica, sorbitol, sucralose, glycerin, a colorant and a flavoring agent.

~~13.~~11. The composition of any preceding claim, wherein the oral care composition has a viscosity from 150 to 330 cps.

~~14.~~12. A oral care implement comprising:

a handle;

a head mounted to the handle, the head comprising an outer surface and a plurality of tooth cleaning elements extending outwardly from the outer surface; and the composition of any preceding claim positioned on the head.