CLAIMS

1. A dentifrice formulation comprising an in situ produced gel/precipitate silica composite, wherein said formulation comprises 10-30% by weight of silica gel/precipitate composite, and the composite exhibits a CTAB surface area of from ~~about~~ 60 to ~~about~~ 110 m^2 /g and a ratio of CTAB surface area to oil absorption of from ~~about~~ 0.7 to ~~about~~ 1.0; and wherein the formulation further comprises an effective amount of flavorant in an amount of up to ~~about~~ 0.6% by weight of the formulation.

2. The dentifrice of claim 1 wherein the in situ produced gel/precipitate composite is in the form of particles having a median particle size range between ~~about~~ 9 and ~~about~~ 14 microns.

3. The dentifrice of claim 1 or claim 2, wherein the composite exhibits a CTAB surface area of from ~~about~~ 85 to ~~about~~ 110 m^2 /g.

4. The dentifrice of any one of claims 1 to 3, wherein said composite has a linseed oil absorption of between 80 and 130 ml /100 g.

5. The dentifrice of any one of claims 1 to 4, wherein said composition has a PCR (Pellicle Cleaning Ratio) value of from ~~about~~ 81 to ~~about~~ 100, a RDA (Radioactive Dentin Abrasion) level of from ~~about~~ 75 to ~~about~~ 135, and a PCR to RDA ratio of from ~~about~~ 0.70 to ~~about~~ 1.25.

6. The dentifrice of any one of claims 1 to 5, further comprising an effective amount of a flavor compound wherein the flavor compound exhibits a logarithmic partition (log P) value of 2.0 or greater.

7. The dentifrice of claim 6 wherein the flavor compound is a combination of one or more flavors selected from the group consisting of Carvone Laevo, Cinnamic Aldehyde, Eugenol, Menthol, Methyl Salicylate, Eucalyptol, Menthone, Isomenthone, Anethole, Menthyl Acetate, Limonene, and mixtures thereof.

8. The dentifrice of any one of claims 1 to 7, wherein the dentifrice has a flavor intensity value of ~~about~~ 4.1 or greater.

9. The dentifrice of any one of claims 1 to 8, wherein the dentifrice has a flavor retention value of at least 7.0 %.

10. The dentifrice of any one of claims 1 to 9, wherein the elastic modulus of the dentifrice is within the range of from ~~about~~ 65,000 to ~~about~~ 100,000 dyn/cm^2.

11. The dentifrice of any one of claims 1 to 10, further comprising an effective amount of a remineralizing agent.