

TITLE OF THE INVENTION
COLOR CHANGING CONSUMER PRODUCTS

BACKGROUND OF THE INVENTION

[0001] Sensory signals play an important role in communicating key benefits to the consumer. For example, when using toothpaste there is typically no immediate signal that the product has worked as promised or done anything during use. A visual cue, such as the foam changing color from white to blue could dramatically improve this perception but the art reports that such technologies may not be currently feasible.

[0002] Moreover, a need exists to control the rate at which this color change occurs so that the signal could be used to ensure consumer compliance (*e.g.*, to ensure a child has brushed adequately).

BRIEF SUMMARY OF THE INVENTION

[0003] The invention includes a composition that includes a film. The film is composed of a first shielding polymer layer, a middle decorative layer, and a second shielding polymer layer. The first and the second shielding layers obscure at least a portion of the middle decorative layer.

[0004] Also included are methods of using the compositions in an oral care, personal care, or home care regimen.

DETAILED DESCRIPTION OF THE INVENTION

[0005] As used throughout, ranges are used as a shorthand for describing each and every value that is within the range. Any value within the range can be selected as the terminus of the range. In addition, all references cited herein are hereby incorporated by reference in their entireties. In the event of a conflict in a definition in the present disclosure and that of a cited reference, the present disclosure controls.

[0006] The invention broadly encompasses oral care compositions, personal care

compositions, and home care compositions. Oral care compositions include compositions such as toothpaste, personal care compositions include such things as lotions and shower gels, and home care compositions include such things as all-purpose cleaning solutions and dish detergents. Other exemplary compositions are disclosed elsewhere herein.

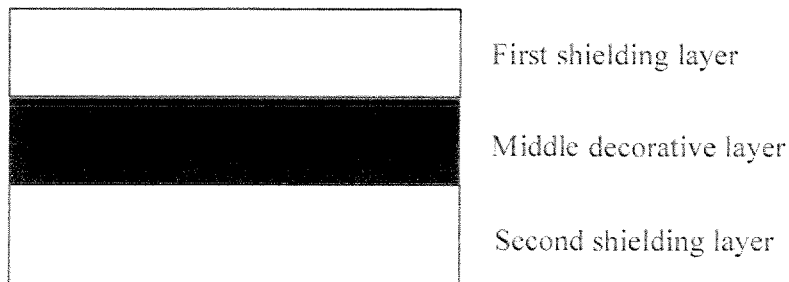
[0007] The invention also encompasses an oral care composition that includes a film. The film includes at least a first and a second shielding polymer layer and a middle decorative polymer layer that is placed between the first and the second shielding layers. The oral care composition may be in any form, including toothpaste, a gel, a mouthrinse, a lozenge, a floss, a toothtape, a strip, a confection, or a varnish.

[0008] The shielding layers, of which there are at least two, serve to obscure the visual aspect of the decorative layer(s), such that prior to contact with and/or mechanical manipulation in the oral cavity, the true visual aspect of the decorative layer is not apparent. By "obscure" it is intended to include shielding layers which presence over the decorative layer and/or which subsequent absence alters the visual aspect of the film and/or the overall composition. For example, the shielding layers may be opaque and visually shield the decorative layer; the shielding layers may be translucent or transparent but colored, so that the absence of the shielding layer results in a perceived color change of the film; the shielding layers may even be clear, if, the decorative layer contains a component that changes color when exposed to the oral cavity (by removal of the shielding layers), such as a pH or temperature sensitive agent. Alternatively, the shielding layer may be shielding a compound agent in the decorative layer, that, upon release alters an aesthetic of the overall composition, such compound(s) or agents may be visually discernable or not within the decorative layer.

[0009] The shielding layers may be discontinuous or they may provide coverage for the entire area of the decorative layer. The film may contain more than one decorative layer.

[0010] The diagram below further illustrates this material, which may be prepared

by sequential casting of film slurries or by any other manner in the art.



[0011] In one embodiment, the shielding layers comprise at least hydroxypropyl methylcellulose (HPMC), glycerin, and titanium oxide. In another embodiment, the shielding layers comprise at least HPMC, glycerin, and titanium oxide. In another embodiment, the middle decorative polymer layers comprise at least HPMC, glycerin, and a pigment. In certain embodiments, a pigment of the decorative middle layer is red, blue, green or mixtures thereof, but any color is suitable. A composition may comprise more than two shielding layers.

[0012] In an embodiment, any of the polymer layers may comprise hydroxylpropyl cellulose (HPC). Any of the polymer layers may comprise one or more of a pigment, FD&C color, and lake color, and various color-imparting compounds, among other things.

[0013] The oral care compositions can include various ingredients such as at least one abrasive, at least one fluoride source, at least one agent to increase the amount of foam, at least one surfactant, at least one vitamin, at least one polymer, at least one flavoring agent; at least one enzyme, at least one humectant, and/or at least one preservative and combinations thereof.

[0014] The invention also encompasses a method of apprising a user of completion of teeth brushing including applying an oral care composition as described herein comprising a first shielding polymer layer, at least one middle decorative polymer layer, and a second shielding polymer layer, wherein the first and second opaque layers collectively conceal at least a portion of the at least one middle decorative layer to the

teeth, brushing the teeth and oral care composition to cause a foam, observing a distinct color change in the oral care composition. In certain embodiments, the color change is in the overall composition or in the foam produced by use of the composition.

[0015] For example, when the formulations are used in the normal manner, the film rapidly dissolves, allowing the colorant or pigment to become increasingly prominent. Foam changes color from white to decorative within one minute. This effect can also be illustrated by the change of a 1:3 slurry of toothpaste in water from white to decorative as the toothpaste is distributed and the film dissolves. The degree of color change can be easily changed by increasing or decreasing the quantity of film in the formula.

[0016] In certain embodiments, an abrasive is present in the composition in an amount of about 1 to 20 wt. % . In certain embodiments, the fluoride source is present in an amount of about 0.01 to 5 wt. % . In certain embodiments, the agent to increase the amount of foam is present in an amount of about 1 to 90 wt. % . In certain embodiments, the flavoring agent in an amount of about 0.01 to 5 wt. % . In certain embodiments, the tape or strip further includes at least one humectant in an amount of about 0.01 to 5 wt. % .

[0017] The oral care compositions may further include one or more fluoride ion sources. A wide variety of fluoride ion-yielding materials can be employed as sources of soluble fluoride in the present compositions. Examples of suitable fluoride ion-yielding materials are found in U.S. Pat. No. 3,535,421, to Briner et al.; U.S. Pat. No. 4,885,155, to Parran, Jr. et al. and U.S. Pat. No. 3,678,154, to Widder et al., incorporated herein by reference.

[0018] Representative fluoride ion sources include, but are not limited to, stannous fluoride, sodium fluoride, potassium fluoride, sodium monofluorophosphate, sodium fluorosilicate, sodium monfluorophosphate (MFP), ammonium fluorosilicate, as well as tin fluorides, such as stannous fluoride and stannous chloride, and combinations thereof. Certain particular embodiments include stannous fluoride or sodium fluoride as well as mixtures thereof.

[0019] In certain embodiments, the oral care composition of the invention may also contain a source of fluoride ions or fluorine-providing ingredient in amounts sufficient to supply about 25 ppm to 5,000 ppm of fluoride ions.

[0020] Fluoride ion sources may be added to the compositions of the invention at a level of from about 0.01% to 3.0% in one embodiment or from about 0.03% to 1.0%, by weight of the composition in another embodiment.

[0021] The oral care compositions of the invention also may include an agent to increase the amount of foam that is produced when the strip or tape adhered to the oral cavity is brushed.

[0022] Illustrative examples of agents that increase the amount of foam include, but are not limited to polyoxyethylene and certain polymers including, but not limited to, alginate polymers.

[0023] The polyoxyethylene may increase the amount of foam and the thickness of the foam generated by the oral care composition of the present invention. Poxoxyethylene is also commonly known as polyethylene glycol ("PEG") or polyethylene oxide. The polyoxyethylenes suitable for this invention will have a molecular weight of about 200,000 to about 7,000,000. In one embodiment the molecular weight will be from about 600,000 to about 2,000,000 and in another embodiment from about 800,000 to about 1,000,000. Polyox[®] is the trade name for the high molecular weight polyoxyethylene produced by Union Carbide.

[0024] The polyoxyethylene may be present in an amount from about 1% to 90%, in one embodiment from about 5% to 50% and in another embodiment from about 10% to 20% by weight of the oral care carrier component of the oral care compositions of the present invention.

[0025] Another agent optionally included in the oral care tape or strips of the invention is a surfactant or a mixture of compatible surfactants. Suitable surfactants are those which are reasonably stable throughout a wide pH range, for example, anionic,

cationic, nonionic or zwitterionic surfactants.

[0026] Suitable surfactants are described more fully, for example, in U.S. Pat. No. 3,959,458, to Agricola et al.; U.S. Pat. No. 3,937,807, to Haefele; and U.S. Pat. No. 4,051,234, to Gieske et al., which are incorporated herein by reference.

[0027] In certain embodiments, the anionic surfactants useful herein include the water-soluble salts of alkyl sulfates having from 10 to 18 carbon atoms in the alkyl radical and the water-soluble salts of sulfonated monoglycerides of fatty acids having from 10 to 18 carbon atoms. Sodium lauryl sulfate, sodium lauroyl sarcosinate and sodium coconut monoglyceride sulfonates are examples of anionic surfactants of this type. Mixtures of anionic surfactants may also be utilized.

[0028] In another embodiment, cationic surfactants useful in the present invention can be broadly defined as derivatives of aliphatic quaternary ammonium compounds having one long alkyl chain containing from about 8 to 18 carbon atoms such as lauryl trimethylammonium chloride, cetyl pyridinium chloride, cetyl trimethylammonium bromide, di-isobutylphenoxyethyldimethylbenzylammonium chloride, coconut alkyltrimethylammonium nitrite, cetyl pyridinium fluoride, and mixtures thereof.

[0029] Illustrative cationic surfactants are the quaternary ammonium fluorides described in U.S. Pat. No. 3,535,421, to Briner et al., herein incorporated by reference. Certain cationic surfactants can also act as germicides in the compositions.

[0030] Illustrative nonionic surfactants that can be used in the compositions of the invention can be broadly defined as compounds produced by the condensation of alkylene oxide groups (hydrophilic in nature) with an organic hydrophobic compound which may be aliphatic or alkylaromatic in nature. Examples of suitable nonionic surfactants include, but are not limited to, the Pluronics, polyethylene oxide condensates of alkyl phenols, products derived from the condensation of ethylene oxide with the reaction product of propylene oxide and ethylene diamine, ethylene oxide condensates of aliphatic alcohols, long chain tertiary amine oxides, long chain tertiary

phosphine oxides, long chain dialkyl sulfoxides and mixtures of such materials.

[0031] In certain embodiments, zwitterionic synthetic surfactants useful in the present invention can be broadly described as derivatives of aliphatic quaternary ammonium, phosphonium, and sulfonium compounds, in which the aliphatic radicals can be straight chain or branched, and wherein one of the aliphatic substituents contains from about 8 to 18 carbon atoms and one contains an anionic water-solubilizing group, e.g., carboxy, sulfonate, sulfate, phosphate or phosphonate. Illustrative examples of the surfactants suited for inclusion into the composition include, but are not limited to, sodium alkyl sulfate, sodium lauroyl sarcosinate, cocoamidopropyl betaine and polysorbate 20, and combinations thereof.

[0032] The surfactant or mixtures of compatible surfactants can be present in the compositions of the present invention from about 0.1% to about 5.0%, in another embodiment from about 0.3% to about 3.0% and in another embodiment from about 0.5% to about 2.0% by weight of the total composition. The dosage of surfactant in the individual strip or tape (i.e., a single dose) is about 0.001 to 0.05% by weight, 0.003 to 0.03% by weight, and in another embodiment about 0.005 to 0.02 % by weight.

[0033] Flavoring agents which are used in the practice of the present invention include, but are not limited to, essential oils as well as various flavoring aldehydes, esters, alcohols, and similar materials. Examples of the essential oils include oils of spearmint, peppermint, wintergreen, sassafras, clove, sage, eucalyptus, marjoram, cinnamon, lemon, lime, grapefruit, and orange. Also useful are such chemicals as menthol, carvone, and anethole. Certain embodiments employ the oils of peppermint and spearmint.

[0034] The flavoring agent is incorporated in the oral composition at a concentration of about 0.1 to about 5% by weight and about 0.5 to about 1.5% by weight.

[0035] The oral care compositions of the invention also may optionally include one or more chelating agents able to complex calcium found in the cell walls of the bacteria.

Binding of this calcium weakens the bacterial cell wall and augments bacterial lysis.

[0036] Another group of agents suitable for use as chelating agents in the present invention are the soluble pyrophosphates. The pyrophosphate salts used in the present compositions can be any of the alkali metal pyrophosphate salts. In certain embodiments, salts include tetra alkali metal pyrophosphate, dialkali metal diacid pyrophosphate, trialkali metal monoacid pyrophosphate and mixtures thereof, wherein the alkali metals are sodium or potassium. The salts are useful in both their hydrated and unhydrated forms. An effective amount of pyrophosphate salt useful in the present composition is generally enough to provide at least 1.0% pyrophosphate ions, from about 1.5% to about 6%, from about 3.5% to about 6% of such ions. The dosage chelating agent in the individual strip or tape (i.e., a single dose) is about 0.01 to 0.6% by weight and in another embodiment about 0.035 to 0.06 % by weight.

[0037] The oral care strips or tape compositions of the invention also optionally include one or more polymers. Such materials are well known in the art, being employed in the form of their free acids or partially or fully neutralized water soluble alkali metal (e.g. potassium and sodium) or ammonium salts. Certain embodiments include 1:4 to 4:1 copolymers of maleic anhydride or acid with another polymerizable ethylenically unsaturated monomer, for example, methyl vinyl ether (methoxyethylene) having a molecular weight (M.W.) of about 30,000 to about 1,000,000. These copolymers are available for example as Gantrez AN 139(M.W. 500,000), AN 119 (M.W. 250,000) and S-97 Pharmaceutical Grade (M.W. 70,000), of GAF Chemicals Corporation.

[0038] Other polymers include those such as the 1:1 copolymers of maleic anhydride with ethyl acrylate, hydroxyethyl methacrylate, N-vinyl-2-pyrrolidone, or ethylene, the latter being available for example as Monsanto EMA No. 1103, M.W. 10,000 and EMA Grade 61, and 1:1 copolymers of acrylic acid with methyl or hydroxyethyl methacrylate, methyl or ethyl acrylate, isobutyl vinyl ether or N-vinyl-2-pyrrolidone.

[0039] Suitable generally, are polymerized olefinically or ethylenically unsaturated carboxylic acids containing an activated carbon-to-carbon olefinic double bond and at

least one carboxyl group, that is, an acid containing an olefinic double bond which readily functions in polymerization because of its presence in the monomer molecule either in the alpha-beta position with respect to a carboxyl group or as part of a terminal methylene grouping. Illustrative of such acids are acrylic, methacrylic, ethacrylic, alpha-chloroacrylic, crotonic, beta-acryloxy propionic, sorbic, alpha-chlorosorbic, cinnamic, beta-styrylacrylic, muconic, itaconic, citraconic, mesaconic, glutaconic, aconitic, alpha-phenylacrylic, 2-benzyl acrylic, 2-cyclohexylacrylic, angelic, umbellic, fumaric, maleic acids and anhydrides. Other different olefinic monomers copolymerizable with such carboxylic monomers include vinylacetate, vinyl chloride, dimethyl maleate and the like. Copolymers contain sufficient carboxylic salt groups for water-solubility.

[0040] A further class of polymeric agents includes a composition containing homopolymers of substituted acrylamides and/or homopolymers of unsaturated sulfonic acids and salts thereof, in particular where polymers are based on unsaturated sulfonic acids selected from acrylamidoalkane sulfonic acids such as 2-acrylamide 2 methylpropane sulfonic acid having a molecular weight from 1,000-2,000,000, described in U.S. Pat. No. 4,842,847, Jun. 27, 1989 to Zahid, incorporated herein by reference.

[0041] Another useful class of polymeric agents includes polyamino acids, particularly those containing proportions of anionic surface-active amino acids such as aspartic acid, glutamic acid and phosphoserine, as disclosed in U.S. Pat. No. 4,866,161 Sikes et al., incorporated herein by reference.

[0042] The oral care compositions of the invention may also optionally include one or more enzymes. Useful enzymes include any of the available proteases, glucanohydrolases, endoglycosidases, amylases, mutanases, lipases and mucinases or compatible mixtures thereof. In certain embodiments, the enzyme is a protease, dextranase, endoglycosidase and mutanase. In another embodiment, the enzyme is papain, endoglycosidase or a mixture of dextranase and mutanase. Additional enzymes suitable for use in the present invention are disclosed in U.S. Pat. No. 5,000,939

to Dring et al., U.S. Pat. No. 4,992,420; U.S. Pat. No. 4,355,022; U.S. Pat. No. 4,154,815; U.S. Pat. No. 4,058,595; U.S. Pat. No. 3,991,177; and U.S. Pat. No. 3,696,191 all incorporated herein by reference. An enzyme of a mixture of several compatible enzymes in the current invention constitutes from about 0.002% to about 2.0% in one embodiment or from about 0.05% to about 1.5% in another embodiment or in yet another embodiment from about 0.1% to about 0.5%.

[0043] Water may also be present in the oral compositions of the invention. Water, employed in the preparation of commercial oral compositions should be deionized and free of organic impurities. Water commonly makes up the balance of the compositions and includes from about 10% to 50%, about 20% to 40% or about 10% to 15% by weight of the oral compositions. This amount of water includes the free water which is added plus that amount which is introduced with other materials such as with sorbitol or any components of the invention.

[0044] In preparing oral care compositions, it is sometimes necessary to add some thickening material to provide a desirable consistency. In certain embodiments, the thickening agents are carboxyvinyl polymers, carrageenan, hydroxyethyl cellulose and water soluble salts of cellulose ethers such as sodium carboxymethyl cellulose and sodium carboxymethyl hydroxyethyl cellulose. Natural gums such as karaya, gum arabic, and gum tragacanth can also be incorporated. Colloidal magnesium aluminum silicate or finely divided silica can be used as component of the thickening composition to further improve the composition's texture. Thickening agents in an amount from 0.5% to 5.0% by weight of the total composition can be used.

[0045] Within certain embodiments of the oral compositions, it is also desirable to incorporate a humectant to prevent the composition from hardening upon exposure to air. Certain humectants can also impart desirable sweetness or flavor to dentifrice compositions. The humectant, on a pure humectant basis, generally includes from about 15% to 70% in one embodiment or from about 30% to 65% in another embodiment by weight of the dentifrice composition.

[0046] Suitable humectants include edible polyhydric alcohols such as glycerine, sorbitol, xylitol, propylene glycol as well as other polyols and mixtures of these humectants. Mixtures of glycerine and sorbitol may be used in certain embodiments as the humectant component of the toothpaste compositions herein.

[0047] In addition to the above described components, the embodiments of this invention can contain a variety of optional dentifrice ingredients some of which are described below. Optional ingredients include, for example, but are not limited to, adhesives, sudsing agents, flavoring agents, sweetening agents, additional antiplaque agents, abrasives, and coloring agents. These and other optional components are further described in U.S. Pat. No. 5,004,597, to Majeti; U.S. Pat. No. 3,959,458 to Agricola et al. and U.S. Pat. No. 3,937,807, to Haefele, all being incorporated herein by reference.

[0048] The present invention in its method aspect involves applying to the oral cavity a safe and effective amount of the compositions described herein. These amounts, for example, from about 20 mm² to 2000 mm² of the strip or tape, is kept in the mouth from about 15 seconds to about 12 hours. In addition, the oral care strip or tape can be left alone to clean the teeth or can be used with a brush.

EXPERIMENTAL EXAMPLES

Example 1: Disintegration Test

[0049] In various embodiments, the composition of the present invention passes a disintegration test. In a preferable Disintegration Test, one gram of a composition comprising a sample of film fragments is placed on top of a 2 inch (50.8 mm) magnetic stir bar. The stir bar is placed into a transparent vessel, such as a 500 ml beaker containing 300 ml of water at 30° C. The water comprising the stir bar is then analyzed for the presence of broken and unbroken film fragments. The analysis can include straining the water through a mesh that is less than half an original long dimension of the film shape. This test will show if any pieces did not break up.

Example 2: Color-Change Formula

[0050] Examples 2 illustrates an illustrative embodiment showing the multi-layer color change formula (white → blue).

[0051] Table 1: Opaque White Layer 1

<u>Ingredients</u>	<u>Slurry Weight %</u>	<u>Weight % of Solids</u>
Opaque White Layer 1		
Water	71.500	
Methocel HPMC E5	10.300	36.140
Methocel HPMC E50	2.900	10.175
TiO ₂	5.800	20.351
Propylene Glycol	9.000	31.579
Tween 80	0.500	1.754
Total	100.000	100.000

Table 2: Blue Color Layer 2

<u>Ingredients</u>	<u>Slurry Weight %</u>	<u>Weight % of Solids</u>
Blue Color Layer 2		
Water	71.500	
Methocel HPMC E5	10.300	36.140
Methocel HPMC E50	2.900	10.175
Blue pigment	5.800	20.351
Propylene Glycol	9.000	31.579
Tween 80	0.500	1.754
Total	100.000	100.000

Table 3: Opaque White Layer 3

<u>Ingredients</u>	<u>Slurry Weight %</u>	<u>Weight % of Solids</u>
Opaque White Layer 3		
Water	71.500	
Methocel HPMC E5	10.300	36.140
Methocel HPMC E50	2.900	10.175
TiO ₂	5.800	20.351
Propylene Glycol	9.000	31.579
Tween 80	0.500	1.754
Total	100.000	100.000

Example 3 – Preparation of multi-layer color change formula of Example 2

[0052] Layer 1 was cast 1 mil then dried in a 90°C oven for 10 minutes. Layer 2 was cast over layer 1 at 1 mil then dried in the same manner. Layer 3 was cast at 1 mil and the final composition dried at 100°C for another 10 minutes. The films appeared white to off-white. When cut into small pieces and formulated in a toothpaste (formula below).

Example 4: Full Toothpaste with Color Change Film

[0053] Examples 4 illustrates an illustrative embodiment showing a full toothpaste of a multi-layer color change formula.

[0054] Table 4: Full Toothpaste with color change film

<u>Ingredient</u>	<u>Example 1, Wt.%</u>
Polyethylene glycol 600 (PEG-12)	1.026
TiO ₂	0.001
Sodium CMC	0.513
Sorbitol	70.77
Water	8.682
Sodium saccharin	0.359
Sodium fluoride	0.226
Silica abrasive (Zeodent 114)	8.205
Silica thickener (Zeodent 165)	8.205
Flavor oil	0.513
Sodium lauryl sulfate	0.5
Color Change Film (white-blue-white, triple layer)	1

[0055] When the full formulations are used in the normal manner, the film rapidly dissolves, allowing the colorant to become increasingly prominent. In the illustrative example, foam color changes from white to dark blue within one minute. This effect

may be illustrated by the change of a 1:3 slurry of toothpaste in water from white to blue as the toothpaste is distributed and the film dissolves. The degree of color change can be easily changed by increasing or decreasing the quantity of film in the formula.

[0056] Other colors or effects are easily substituted, by replacing the pigments in the above example:

Example 5: Red Color Change toothpaste

[0057] Replace Blue Pigment in Layer 2 with Iron Oxide or D&C Red #30.

Example 6: Green Color Change toothpaste

[0058] Replace Blue Pigment in Layer 2 with Pigment Green 7.

Example 7: Toothpaste with delayed release of gold sparkle

[0059] Replace blue pigment in Layer 2 with Iron Oxide-based colorants on TiO₂-coated mica (available from various manufacturers, such as under the Timeron trade name from Presperse)

Example 8: Toothpaste with delayed release of Tingle sensation

[0060] Replace 5% formula glycerin in Layer 2 with Tingle Sensate (from IFF).

Example 9: Blue Color Change Toothpaste

[0061] Replace pigment in the middle layer with lake color.

[0062] Table 5: Components of blue color change dentifrice.

Ingredients	Slurry Weight %	Weight % of Solids
An example of blue color layer 2 using FD&C blue No.1 lake instead of pigment		
Water	86.1	
Hydroxypropyl cellulose (HPC)	4.5	32.374
PEG 600	2.0	14.388
Propylene Glycol	0.2	1.439
Tween 80	0.2	1.439
FD&C blue No.1 lake	7.0	50.360
Total	100.000	100.000

[0063] The color change may be from a white composition to a colored composition. However, it will be understood that the color change may also be from one color to another. In some embodiments, a subsequent color can supplant a previous color. In other embodiments, a subsequent different color may result from combination of a second pigment being combined with a first pigment.

[0064] For example, a different colored base, such as a light green base, can be combined with white-blue-white triple layer film in the toothpaste. The color change will be from green to blue.

[0065] In another example, instead of the white-colored-white film set forth above, a triple layer film can have one color in the outer layers (i.e., layers 1 and 3), and another color in middle layer. For example, a composition may have a yellow-blue-yellow film scheme. The triple layer film appears yellow, but the resultant foam will change color to blue or green (upon the mixing of the yellow and blue layers).

[0066] In other illustrative embodiments alternate film formulations would ensure stability and dissolvability with use. Tuning the dissolving and release could be easily done by increasing the thickness of the respective layers.

[0067] A number of references have been cited, the entire disclosures of which are incorporated herein by reference.

CLAIMS

What is claimed is:

1. A composition comprising a film, the film comprising:
a first shielding polymer layer,
a middle decorative polymer layer, and
a second shielding polymer layer,
wherein the first and second shielding layers obscure at least a portion of middle decorative layer and are adapted to reveal the middle decorative layer upon use of the composition.
2. The composition of claim 1, wherein the composition is an oral care composition.
3. The composition of claim 1, wherein at least one of the first shielding layer and the second shielding layer of the film are substantially opaque.
4. The composition of claim 1, wherein at least one of the first shielding layer and the second shielding layer of the film are substantially translucent.
5. The composition of claim 1, wherein the film further comprises an inclusion.
6. The composition of claim 5, wherein the inclusion is chosen from a pearlescent particle, a light reflecting particle, mica, an opaque polymer bead, glitter, and flakes.
7. The composition of claim 1, wherein at least one of the first and the second shielding layers dissolves upon exposure to an oral cavity.

8. The composition of claim 1, wherein at least one of the first and the second shielding layers is friable.
9. The composition of claim 1, wherein the film further comprises an additional decorative layer.
10. The composition of claim 9, wherein at least one decorative layer comprises at least one member selected from the group consisting of a pigment, an FD&C dye, and lake color.
11. The composition of claim 1, wherein the film further comprises an additional shielding layer.
12. The composition of claim 11, wherein at least one shielding layer comprises at least one member selected from the group consisting of a pigment, an FD&C dye, and lake color.
13. The composition of claim 1, wherein at least one of the shielding layers further comprises a component chosen from titanium oxide, zinc oxide, talc, hectorite, clay, carbon fibers, an opacifying pigment, FD&C, and lake color.
14. The composition of claim 1, wherein the film contains an active agent.
15. The composition of claim 1, in the form of a tooth paste or gel.
16. The oral care composition of claim 1, wherein at least one of the polymer layers comprises HPMC and propylene glycol.

17. The oral care composition of claim 1, wherein at least one of the polymer layers comprises hydroxylpropyl cellulose.
18. The composition of claim 1 further comprising at least one abrasive.
19. The composition of claim 1, further comprising a member chosen from an abrasive silica, a sodium metaphosphate, a potassium metaphosphate, a tricalcium phosphate, a dihydrated dicalcium phosphate, an aluminum silicate, a calcined alumina, a bentonite, and a siliceous materials.
20. The composition of claim 1 further comprising at least one fluoride ion source.
21. The composition of claim 1, further comprising a fluoride ion source chosen from sodium fluoride, potassium fluoride, sodium fluorosilicate, sodium monfluorophosphate (MFP), ammonium fluorosilicate, stannous fluoride and stannous chloride.
22. The composition of claim 1 further comprising at least one surfactant.
23. The composition of claim 1 further comprising at least one vitamin, at least one polymer, at least one flavoring agent; at least one enzyme, at least one humectant, and/or at least one preservative and combinations thereof.
24. The composition of claim 1, further comprising an agent selected from sodium alginate and polyoxyethylene.

25. The composition of claim 1, further comprising an agent chosen from oil of wintergreen, oil of peppermint, oil of spearmint, oil of sassafras, oil of clove, aspartame, acesulfame, saccharin, dextrose, levulose and sodium cyclamate.

26. A method of removing plaque from the surfaces of the oral cavity comprising contacting a surface of the oral cavity with the composition of claim 1 and mechanically manipulating the composition against the surface of the oral cavity until at least one of the first and the second shielding layers of the film are removed and at least a portion of the decorative layer is revealed.

27. The method of claim 19, wherein mechanical manipulation is accomplished by an action chosen from mastication, flossing, toothbrushing, rubbing, wiping, and rinsing.

28. The method of claim 19, wherein the revelation of the decorative layer is indicated by a change in color of the entire composition.

29. The method of claim 24, wherein the abrasive is one member chosen from abrasive silica, sodium metaphosphate, potassium metaphosphate, tricalcium phosphate, dihydrated dicalcium phosphate, aluminum silicate, calcined alumina, bentonite or other siliceous materials, or combinations thereof.

30. The composition of claim 1, wherein the composition is a personal care product.

31. The composition of claim 30, wherein the personal care composition is selected from the group consisting of shower gel, lotion, cream, liquid soap and bar soap.

32. The composition of claim 1, wherein the composition is a home care composition.

33. The composition of claim 32, wherein the home care composition is selected from the group consisting of dish detergent and all-purpose cleaner.