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(54) Title: COLOR CHANGE OF CHALCONE-CONTAINING ORAL CARE FORMULATIONS

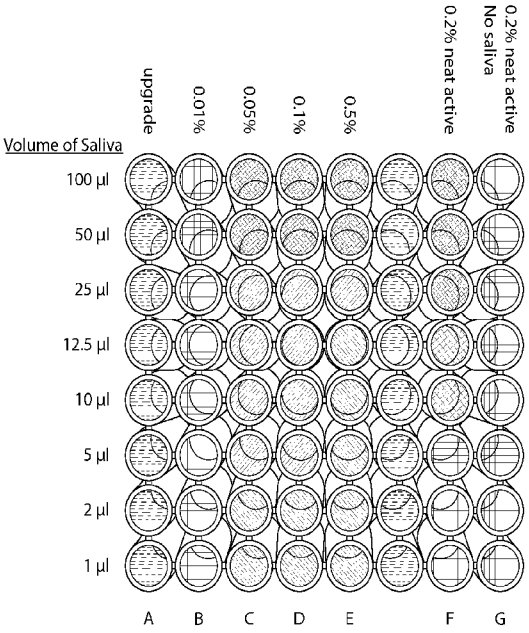


FIG. 1

(57) Abstract: Oral care compositions and methods are described in which the composition includes a chalcone color change component, which may be phenyl-3-methoxy-4-hydroxystyryl ketone. The color change component is induced to change colors by addition of saliva and/or by a change in pH of the composition. The composition and methods provide benefits including providing visual cues to the user.

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