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(21) International Application Number: PCT/US98/17774 (22) International Filing Date: 4 August 1998 (04.08.98) (71) Applicant: THE PROCTER & GAMBLE COMPANY [US/US]; One Procter & Gamble Plaza, Cincinnati, OH 45202 (US). (72) Inventors: SAGEL, Paul, Albert; 4851 Gallop Run, Mason, OH 45040 (US). DIRKSING, Robert, Stanley; 7188 Wyandotte Drive, Cincinnati, OH 45233 (US). TWEDDELL, Richard, III; 2 Burton Woods Lane, Cincinnati, OH 45229 (US). (74) Agents: REED, T., David et al.; The Procter & Gamble Company, 5299 Spring Grove Avenue, Cincinnati, OH 45217 (US).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, GM, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i>
(54) Title: A DELIVERY SYSTEM FOR AN ORAL CARE SUBSTANCE USING A PERMANENTLY DEFORMABLE STRIP OF MATERIAL (57) Abstract A delivery system for an oral care substance such as a tooth whitening substance includes a strip of material having a yield point and thickness such that the strip of material substantially conforms to a shape of a tooth and its adjoining soft tissue via permanent deformation under a pressure less than about 250,000 Pascals when the delivery system is placed thereagainst. The delivery system also includes an oral care substance applied to the strip of material such that when the delivery system is placed on a surface of the tooth and its adjoining soft tissue, the substance contacts the surface providing an active onto the surface. The substance also provides adhesive attachment between the strip of material and the surface to hold the delivery system in place for a sufficient time to allow the active to act upon the surface. The substance has an extrusion resistance sufficient to withstand a normal force applied to deform the strip of material so that the substance is not substantially extruded from between the strip of material and the surface during manual deformation of the strip of material.		

