CLAIMS

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, and

~~wherein~~ the composition is

~~an oral care composition, a homecare composition, or a personal care composition.~~

~~2. The composition of claim 1, wherein the composition is an oral care composition~~ in the form of a tooth paste or gel.

~~3~~2. 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~~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 translucent.

~~5~~4. The composition of any one of the preceding claims, wherein the film further comprises an inclusion.

~~6~~5. The composition of claim ~~5~~4, wherein the inclusion is ~~chosen~~ selected from the group consisting of ~~a~~ pearlescent particles, ~~a~~ light reflecting particles, mica, ~~an~~ opaque polymer beads, glitter, and flakes.

~~7~~6. The composition of any one of the preceding claims, wherein ~~the composition is an oral care composition and wherein~~ at least one of the first and the second shielding layers dissolves upon exposure to an oral cavity.

~~8~~7. The composition of any one of claims 1 to 6, wherein at least one of the first and the second shielding layers is friable.

~~9~~8. The composition of any one of the preceding claims, wherein the film further comprises an additional decorative layer.

~~10~~9. The composition of claim ~~9~~8, wherein ~~at least one~~the decorative layer comprises at least one member selected from the group consisting of a pigment, an FD&C dye, and a lake color.

~~11~~10. The composition of any one of the preceding claims, wherein the film further comprises an additional shielding layer.

~~12~~11. The composition of claim ~~11~~10, wherein ~~at least one~~the additional shielding layer comprises at least one member selected from the group consisting of a pigment, an FD&C dye, and a lake color.

~~13~~12. The composition of any one of the preceding claims, wherein at least one of the first and second shielding layers further comprises a ~~component~~ member ~~chosen~~ selected from the group consisting of titanium oxide, zinc oxide, talc, hectorite, clay, carbon fibers, an opacifying pigment, FD&C dyes, and lake colors.

~~14~~13. The composition of any one of the preceding claims, wherein the film contains an active agent.

~~15. The composition of claim 1, in the form of a tooth paste or gel.~~

14~~6~~. The oral care composition of any one of the preceding claims, wherein at least one of the polymer layers comprises HPMC and propylene glycol.

~~17~~15. The oral care composition of any one of claims 1 to ~~15~~14, wherein at least one of the polymer layers comprises hydroxylpropyl cellulose.

~~18~~16. The composition of any one of the preceding claims, further comprising at least one abrasive.

~~19~~17. The composition of ~~any one of the preceding claims~~claim 16, ~~further comprising a member chosen from~~ wherein the abrasive is selected from the group consisting of ~~a 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 and combinations thereof.

18. The composition of claim 1, further comprising a member selected from the group consisting of abrasive silica, sodium metaphosphate, potassium metaphosphate, tricalcium phosphate, dihydrated dicalcium phosphate, aluminum silicate, calcined alumina, bentonite, and siliceous materials.

~~20~~19. The composition of any one of the preceding claims, further comprising at least one fluoride ion source.

~~21~~20. The composition of any one of the preceding claims, further comprising a fluoride ion source ~~chosen from~~selected from the group consisting of sodium fluoride, potassium fluoride, sodium fluorosilicate, sodium monfluorophosphate (MFP), ammonium fluorosilicate, ~~and~~ stannous fluoride and stannous chloride.

~~22~~21. The composition of any one of the preceding claims, further comprising at least one surfactant.

~~23~~22. The composition of any one of the preceding claims, further comprising a compound selected from the group consisting of vitamins, polymers, flavoring agents, enzymes, humectants, preservatives, at least one vitamin, at least one further polymer, at least one flavoring agent; at least one enzyme, at least one humectant, and/or at least one preservative and combinations thereof.

~~24~~23. The composition of any one of the preceding claims, further comprising ~~an agent selected from~~ sodium alginate ~~and~~ or polyoxyethylene.

~~25~~24. The composition of any one of the preceding claims, 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~~25. 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~~26. The method of claim ~~26~~25, wherein mechanical manipulation is accomplished by an action ~~chosen~~selected from the group consisting of mastication, flossing, toothbrushing, rubbing, wiping, and rinsing.

~~28~~27. The method of claim ~~26~~25, wherein the revelation of the decorative layer is indicated by a change in color of the entire composition.

~~29. The composition of claim 18, 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 any one of the preceding claims, wherein the composition is a personal care composition.~~

~~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.~~