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ACTION

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(54) Title: EFFERVESCENT DUAL COMPONENT DENTIFRICE HAVING ENHANCED SENSORY CUES

(57) Abstract: A two component effervescent dentifrice composition, having a first alkali metal bicarbonate containing component which also contains a naturally occurring alkyl vanillyamide such as capsaicin and a second acid-containing dentifrice component; the first and second components being separated prior to use, whereupon when combined upon application to the teeth the dentifrice provides an enhanced sensory signal.