

CLIENT ALERT

FDA Warns J&J, CVS, and Walgreens to Stop Making Mouth Wash Claims

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The Food and Drug Administration (FDA) recently sent letters to Johnson & Johnson, CVS Corporation, and Walgreens Company regarding the labeling claims for its mouth rinses on the product packaging. The claims included, “Freshens breath, helps prevent cavities, restores enamel, helps strengthen teeth, helps kill germs that cause bad breath, and helps fight visible plaque above the gum line.” The FDA warned that the active ingredient in these mouth rinse products contain sodium fluoride, which has not been found to be effective in removing plaque or preventing gum disease. The warning letter requires that each company bring its products into compliance within fifteen days.

TIP: The FDA has made it clear that it is closely evaluating nutritional labeling and health claims. Food and drug manufacturers should take care to consider the health-related information they provide to consumers.

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