

## **COMPLETE PROTECTION- stannous fluoride paste, dentifrice Target**

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**5820065 Up&Up Sensitive Complete Protection TP**

### **Active Ingredient**

Stannous fluoride 0.454% w/w (0.15% w/v fluoride ion)

### **Purpose**

Anticavity, Antigingivitis, Antihypersensitivity

### **Indications & Usage**

aids in the prevention of dental cavities \* helps interfere with the harmful effects of plaque associated with gingivitis \* builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact

### **Warnings**

**When using this product**, if irritation occurs discontinue use.

#### **Stop use and ask a dentist if:**

- the problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist
- pain/sensitivity still persists after 4 weeks of use
- gingivitis, bleeding, or redness persists for more than 2 weeks
- you have painful or swollen gums, pus from the gum line, loose teeth, or increasing space between teeth. These may be signs or symptoms of periodontitis, a serious form of gum disease.

### **Keep out of reach of children**

If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

### **Directions**

**adults and children 12 years of age and older:** apply at least a 1-inch strip of the product onto a soft bristle toothbrush

- brush teeth thoroughly for at least 1 minute twice a day (morning and evening), and not more than 3 times a day, or as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth. Minimize swallowing. Spit out after brushing.
- **children under 12 years of age:** Consult a dentist or doctor.

## Other information

products containing stannous fluoride may produce surface staining of the teeth. Adequate tooth brushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.

- this product is specifically formulated to help prevent staining.

## Inactive ingredients

glycerin, water, hydrated silica, pentasodium triphosphate, sodium lauryl sulfate, flavor, cellulose gum, titanium dioxide, cocamidopropyl betaine, sodium saccharin

## Principal Display Panel

Compare to Sensodyne® Complete Protection\*

**up&up** Complete Protection  
+ Stannous Fluoride  
Fluoride Anticavity & Antigingivitis Toothpaste

Compare to Sensodyne® Complete Protection\*

**Complete Protection**  
+ Stannous Fluoride  
Fluoride Anticavity & Antigingivitis Toothpaste  
Mint  
up&up Formulated for healthy gums

**up&up™ Complete Protection Toothpaste offers 7 benefits for complete protection, in one formula.**

- Builds a protective layer over sensitive teeth<sup>1</sup>
- Cleans teeth
- Freshens breath
- Helps prevent gingivitis
- Protects against plaque
- Protects enamel
- Helps whiten teeth

Strengthens Weakened Enamel

Helps Prevent Gingivitis

NET WT 4 OZ (113 g)

Dist. by Target Corp., Mpls., MN 55403  
Made in USA with imported and domestic ingredients.  
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Guest Services 1-800-910-6874

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<b>Drug Facts</b>		<b>Drug Facts (continued)</b>	
<b>Active ingredient</b> Stannous fluoride 0.454% (0.15% w/v fluoride ion).....	<b>Purpose</b> Anticavity, Antigingivitis, Antihypersensitivity	<b>Directions</b> adults and children 12 years of age and older: apply to a soft bristle toothbrush • brush teeth thoroughly for at least 1 minute twice a day (morning and evening), and not more than 3 times a day, or as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth. Minimize swallowing. Spit out after brushing. • children under 12 years of age: Consult a dentist or doctor.	
<b>Uses</b> • aids in the prevention of dental cavities • helps interfere with the harmful effects of plaque associated with gingivitis • builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact		<b>Other information</b> products containing stannous fluoride may produce surface staining of the teeth. Adequate tooth brushing may prevent these stains which are not harmful or permanent and may be removed by your dentist. • this product is specifically formulated to help prevent staining.	
<b>Warnings</b> When using this product, if irritation occurs discontinue use. <b>Stop use and ask a dentist if:</b> • the problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist • pain/sensitivity still persists after 4 weeks of use • gingivitis, bleeding, or redness persists for more than 2 weeks • you have painful or swollen gums, pus from the gum line, loose teeth, or increasing space between teeth. These may be signs or symptoms of periodontitis, a serious form of gum disease.		<b>Inactive ingredients</b> glycerin, water, hydrated silica, pentasodium triphosphate, sodium lauryl sulfate, flavor, cellulose gum, titanium dioxide, cocamidopropyl betaine, sodium saccharin	
<b>Keep out of reach of children.</b> If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.		*This product is not manufactured or distributed by Haleon US Holdings LLC, owner of the registered trademark Sensodyne®.      †With twice daily brushing	

**COMPLETE PROTECTION**  
stannous fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:11673-366
<b>Route of Administration</b>	ORAL, DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>STANNOUS FLUORIDE</b> (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.15 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>SODIUM TRIPOLYPHOSPHATE ANHYDROUS</b> (UNII: 9SW4PFD2FZ)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	

### Product Characteristics

<b>Color</b>	white (White to off white)	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11673-366-09	1 in 1 CARTON	02/10/2024	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:11673-366-19	1 in 1 CARTON	02/10/2024	01/24/2025
2		226 g in 1 TUBE; Type 0: Not a Combination Product		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	02/10/2024	08/31/2028

**Labeler** - Target (006961700)

**Registrant** - Lornamead Products (119559733)

**Establishment**

Name	Address	ID/FEI	Business Operations
Lornamead Products		119559733	manufacture(11673-366) , pack(11673-366)

Revised: 1/2026

Target