

**UP AND UP ANTICAVITY TOOTHPASTE WHITENING PLUS MOUTHWASH - sodium fluoride paste, dentifrice**

**Target Corporation**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Up and UP Anticavity Toothpaste Whitening**

**Active Ingredient**

Sodium fluoride 0.243% (0.15% w/v fluoride ion)... Anticavity toothpaste

**USE**

Helps protect against cavities

**WARNINGS**

As with all fluoride toothpastes, **keep out of reach of children under 6 years of age**. If you accidentally swallow more than used for brushing, seek professional help or contact a Poison Control Center immediately.

**Directions**

<b>Adults and children 2 years and older</b>	Brush teeth thoroughly, PREFERABLY AFTER EACH MEAL, or at least twice a day, or as directed by your dentist. DO NOT SWALLOW
<b>Children under 6 years of age</b>	To minimize swallowing, use a pea-sized amount and supervise brushing until good habits are established.
<b>Children under 2 years</b>	ASK A dentist or physician

**Inactive Ingredients:**

Sorbitol, Water, HYDRATED SILICA, PEG-6, Sodium Lauryl Sulphate, Alcohol (1.14%), Flavor, Xanthan Gum, Carbomer, Sodium Benzoate, Titanium Dioxide, Tetrasodium Pyrophosphate, Sodium Saccharin, Triclosan, Blue 1, Yellow 4.

**Principal Display Panel**



**anticavity toothpaste**  
whitening

Compare to Crest® Whitening Plus Scope®\*

helps whiten teeth and freshen breath  
*Breath of brilliance*

minty fresh flavor

NET WT 6.4 OZ (181.4 g)

Questions? Call 1-800-910-6874  
049 06 0363 ID390428  
Distributed by Target Corporation  
Minneapolis, MN 55403  
Made in India  
EC No.: GUJ/COS/GC-679  
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**AN ANTICAVITY FLUORIDE DENTIFRICE**

Drug Facts		Drug Facts (continued)	
<b>ACTIVE INGREDIENT</b> Sodium fluoride 0.245% (0.15% w/v fluoride ion)...	<b>PURPOSE</b> Anticavity toothpaste	<b>DIRECTIONS</b>	
<b>USE:</b> Helps protect against cavities.		<b>Adults and children 2 years and older</b>	Brush teeth thoroughly, preferably after each meal, or at least twice a day, or as directed by your dentist. Do not swallow.
<b>WARNINGS:</b> As with all fluoride toothpastes, keep out of reach of children under 6 years of age. If you accidentally swallow more than used for brushing, seek professional help or contact a Poison Control Center immediately.		<b>Children under 6 years of age</b>	To minimize swallowing, use a pea-sized amount and supervise brushing until good habits are established.
		<b>Children under 2 years</b>	Ask a dentist or physician.
<b>INACTIVE INGREDIENTS:</b> Sorbitol, Water, Hydrated Silica, PEG-6, Sodium Lauryl Sulphate, Alcohol (1.14%), Flavor, Xanthan Gum, Carbomer, Sodium Benzoate, Titanium Dioxide, Tetrasodium Pyrophosphate, Sodium Saccharin, Tincloran, Blue 1, Yellow 4.			

Anticavity toothpaste

KEEP OUT OF REACH OF CHILDREN

**UP AND UP ANTICAVITY TOOTHPASTE WHITENING PLUS MOUTHWASH**

sodium fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:11673-090
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.43 mg in 1 g

**Inactive Ingredients**

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
ALCOHOL (UNII: 3K9958V90M)	1.14 mg in 1 g
XANTHAN GUM (UNII: TTV12P4NEE)	

CARBOMER 934 (UNII: Z135WT9208)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
TRICLOSAN (UNII: 4NM5039Y5X)	
FD&C BLUE NO. 1 (UNII: HBR47K3TBD)	

### Product Characteristics

Color	green	Score	
Shape		Size	
Flavor	MINT (Minty Fresh)	Imprint Code	
Contains			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11673-090-02	1 in 1 CARTON		
1	NDC:11673-090-01	181.4 g in 1 TUBE		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part355	05/31/2011	

**Labeler** - Target Corporation (006961700)