

**REXALL SENSITIVE EXTRA WHITENING- potassium nitrate, sodium fluoride paste, dentifrice  
Old East Main CO.**

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**Rexall™ SENSITIVE TOOTHPASTE WITH FLUORIDE - EXTRA WHITENING**

***Drug Facts***

***Active ingredients***

Potassium Nitrate (5%)  
Sodium Fluoride 0.24% (0.15% w/v fluoride ion)

***Purpose***

Antihypersensitivity  
Anticavity

***Uses***

Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact • aids in the prevention of dental cavities

***Warnings***

**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

• **Keep out of reach of children under 12 years of age.** If more than amount used for brushing is accidentally swallowed, seek medical help or contact a Poison Control Center immediately.

***Directions***

• **Adults and children 12 years & older:** apply at least a 1-inch strip of the product onto a soft bristle toothbrush • brush teeth thoroughly for at least two minutes, preferably after each meal or at least twice a day (morning and evening) as recommended by a dentist or physician. 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***

Store at room temperature 68-77°F (20-25°C)

## Inactive ingredients

Sorbitol, Hydrated Silica, Treated water, PEG-32, Sodium Lauryl Sulfate, Glycerin, Flavor, Cellulose Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, Benzyl Alcohol, Sodium Benzoate, Trisodium Phosphate, Sodium Saccharin, Sodium Hydroxide

## MAXIMUM STRENGTH

### TOOTHPASTE WITH FLUORIDE

- For sensitive teeth and cavity protection

**Brushing twice a day builds a protective coating against painful sensitivity.**

- **Contains potassium nitrate, clinically proven to reduce painful sensitivity**
- **Fluoride for cavity protection**
- **Great taste keeps mouth feeling fresh & clear**

**Since 1903 Rexall™ is a trademark of Rexall Sundown, Inc.**

**100% satisfaction Guaranteed!**

(888) 309-9030

DISTRIBUTED BY OLD EAST MAIN CO.  
100 MISSION RIDGE,  
GOODLETTSVILLE, TN 37072

MADE IN INDIA

## Packaging

### OUTER PACKAGE LABEL

**Since 1903**  
**Rexall™**

NET WT 4 OZ (113 g)

**MAXIMUM STRENGTH**  
**SENSITIVE**  
TOOTHPASTE WITH FLUORIDE  
**EXTRA WHITENING**

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C. No. DNH/COS/DNH/52



**Drug Facts**

**Active ingredients**

Potassium Nitrate (5%)..... Antihypersensitivity  
Sodium Fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity

**Purpose**

Antihypersensitivity  
Anticavity

**Uses**

Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact • aids in the prevention of dental cavities

**Warnings**

**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  
• **Keep out of reach of children under 12 years of age.** If more than amount used for brushing is accidentally swallowed, seek medical help or contact a Poison Control Center immediately.

**Drug Facts (continued)**

**Directions**

• **Adults and children 12 years & older:** apply at least a 1-inch strip of the product onto a soft bristle toothbrush • brush teeth thoroughly for at least two minutes, preferably after each meal or at least twice a day (morning and evening) as recommended by a dentist or physician. 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**

Store at room temperature 68-77°F (20-25°C)

**Inactive ingredients**

Sorbitol, Hydrated Silica, Treated water, PEG-32, Sodium Lauryl Sulfate, Glycerin, Flavor, Cellulose Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, Benzyl Alcohol, Sodium Benzoate, Trisodium Phosphate, Sodium Saccharin, Sodium Hydroxide

**INNER PACKAGE LABEL**

**Since 1903 Rexall™**

**MAXIMUM STRENGTH SENSITIVE TOOTHPASTE WITH FLUORIDE**

**EXTRA WHITENING**

For sensitive teeth and cavity protection

NET WT 4 OZ (113 g)

<b>Drug Facts</b>	<b>Purpose</b>
Potassium nitrate 5%, Antihypersensitivity Sodium fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity	Antihypersensitivity Anticavity
<b>Uses</b>	Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact; • aids in the prevention of dental cavities
<b>Warnings</b>	<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. • <b>Keep out of reach of children under 12 years of age.</b> If more than amount used for brushing is accidentally swallowed, seek medical help or contact a Poison Control Center immediately.
<b>Directions</b>	<b>Adults and children 12 years &amp; older:</b> apply at least a 1-inch strip of the product onto a soft bristle toothbrush • brush teeth thoroughly for at least two minutes, preferably after each meal or at least twice a day (morning and evening) as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth. • minimize swallowing. Spit out after brushing. • <b>Children under 12 years of age:</b> Consult a dentist or doctor.
<b>Other information</b>	Store at room temperature 68-77°F (20-25°C)
<b>Inactive ingredients</b>	Sorbitol, Hydrated Silica, Treated water, PEG-32, Sodium Lauryl Sulfate, Glycerin, Flavor, Cellulose Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, Benzyl Alcohol, Sodium Benzoate, Trisodium Phosphate, Sodium Saccharin, Sodium Hydroxide

DISTRIBUTED BY: O.D. EAST MAIN CO., 100 MISSION RIDGE, GOODLETTSVILLE, TN 37072  
MADE IN INDIA

**100% Satisfaction Guaranteed!**  
(888) 309-9030

C. No. DNH/COS/DNH/52  
1222102924

**REXALL SENSITIVE EXTRA WHITENING**

potassium nitrate, sodium fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:55910-817
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
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<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.24 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>POLYETHYLENE GLYCOL 1600</b> (UNII: 1212Z7S33A)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>BENZYL ALCOHOL</b> (UNII: LKG8494WBH)	
<b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZO3QZ)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:55910-817-01	1 in 1 BOX	03/21/2022	
1		113 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	M022	03/21/2022	

**Labeler** - Old East Main CO. (068331990)

**Registrant** - Ashtel Studios Inc. (148689180)

Revised: 10/2024

Old East Main CO.