

**FRESHEN UP- sodium fluoride, potassium nitrate gel, dentifrice  
MKJ BRANDS LLC**

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**Freshen-up Extra Strength Extra Whitening Sensitive Toothpaste**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Potassium Nitrate 5%

**Purpose**

Anticavity

Antihypersensitivity

**Use**

builds increasing protection against painful sensitivity of teeth to cold, heat, acids, sweets or contact

aids in 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 dentist. Pain sensitivity still persists after 4 weeks of use

**Keep out of reach of children under 6 years of age.** 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 atleast a 1-inch strip of paste onto a soft bristle toothbrush. brush atleast for 2 minutes preferably after each meal or at least twice a day, or as directed 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 and under	ask a dentist or physician

## Inactive ingredients

sorbitol, water, hydrated silica, PEG-32, sodium lauryl sulfate, flavor, tetrasodium pyrophosphate, cellulose gum, xlitol, sodium saccharin, titanium dioxide, benzyl alcohol, Tri sodium phosphate, sodium benzoate

## Questions?

**1-888-880-1504**

Dist. by:

MKJ Brands

## PRINCIPAL DISPLAY PANEL



## FRESHEN UP

sodium fluoride, potassium nitrate gel, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:77782-002
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<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	24 mg in 100 g

**Inactive Ingredients**

Ingredient Name	Strength
<b>BENZYL ALCOHOL</b> (UNII: LKG8494WBH)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM SACCHARIN</b> (UNII: SB8ZUX40TY)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>PEG-32</b> (UNII: 1212Z7S33A)	
<b>CELLULOSE GUM</b> (UNII: K679OBS311)	
<b>TETRASODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZO3QZ)	
<b>XYLITOL</b> (UNII: VCQ006KQ1E)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)	

**Product Characteristics**

<b>Color</b>		<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:77782-002-13	113 g in 1 BOTTLE; Type 0: Not a Combination Product	02/10/2025	

**Marketing Information**

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	02/10/2025	

**Labeler** - MKJ BRANDS LLC (827648101)