

**LUCKY SUPER SOFT SENSITIVE- sodium fluoride potassium nitrate paste, dentifrice  
Delta Brands Inc**

*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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**Drug Facts**

***Active Ingredient***

Potassium nitrate - 5%

Sodium fluoride - 0.24%

***Purpose***

Antihypersensitivity

Anticavity

***Uses***

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

***Warnings***

**When using this product** ■ if pain/sensitivity still persists after 4 weeks of use please visit your dentist

***Stop and ask a dentist***

■ if problem the persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist.

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

If you accidentally swallowed more than used for brushing, seek professional help or contact a Poison Control Center immediately

**Directions**

adults and children 12 years and older brush teeth for at least one minute, preferably after each meal, or at least twice a day, or as directed by your dentist. Be sure to brush sensitive areas

children under 12 years of age consult a dentist or doctor.

***Inactive ingredients***

DC Yellow10, FDC Blue 1, flavor, glycerin, methylparaben, poly ethylene glycol 1500, propylparaben, silica, sodium benzoate, sodium carboxy methyl cellulose, sodium lauryl sulfate, sodium saccharin, sorbitol, titanium dioxide, treated water, tri sodium ortho phosphate

**SENSITIVE**  
Anti-cavity Fluoride Toothpaste for Sensitive Teeth



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Anti-cavity Fluoride Toothpaste for Sensitive Teeth

Net Wt. 4.3 oz. (122 g)

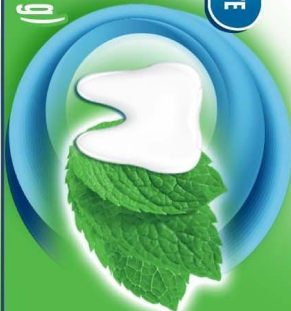
TOOTHPASTE



**SENSITIVE**  
Anti-cavity Fluoride Toothpaste for Sensitive Teeth

Net Wt. 4.3 oz. (122 g)

TOOTHPASTE



Specially Manufactured for  
**DELTA BRANDS INC.**  
Larchmont, NY 10538  
www.deltabrands.com

MADE IN INDIA  
ITEM NO: 10691



C.M. DNH/COS/DNH/52 1089101(180)

**Drug Facts (continued)**

If accidentally swallowed more than used for brushing, seek professional help or contact a Poison Control Center immediately.

**Directions**

brush teeth for at least one minute, preferably after each meal, or at least twice a day, or as directed by your dentist. Be sure to brush sensitive areas. consult a dentist or doctor.

**Other information** ■ store in a cool, dry place.

**Inactive ingredients**

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## LUCKY SUPER SOFT SENSITIVE

sodium fluoride potassium nitrate paste, dentifrice

### Product Information

|                         |                |                    |               |
|-------------------------|----------------|--------------------|---------------|
| Product Type            | HUMAN OTC DRUG | Item Code (Source) | NDC:20276-550 |
| Route of Administration | DENTAL         |                    |               |

### Active Ingredient/Active Moiety

| Ingredient Name  | Basis of Strength | Strength      |
|--|-------------------|---------------|
| POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844) | POTASSIUM NITRATE | 50 mg in 1 g  |
| SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)  | FLUORIDE ION      | 2.4 mg in 1 g |

### Inactive Ingredients

| Ingredient Name  | Strength |
|--|----------|
| FD&C BLUE NO. 1 (UNII: HBR47K3TBD)                           |          |
| GLYCERIN (UNII: PDC6A3C0OX)                                  |          |
| METHYLPARABEN (UNII: A2I8C7HI9T)                             |          |
| POLYETHYLENE GLYCOL 1500 (UNII: 1212Z7S33A)                  |          |
| PROPYLPARABEN (UNII: Z8IX2SC1OH)                             |          |
| SILICON DIOXIDE (UNII: ETJ7Z6XBU4)                           |          |
| SODIUM BENZOATE (UNII: OJ245FE5EU)                           |          |
| CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)             |          |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J)                     |          |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY)                          |          |
| SORBITOL (UNII: 506T60A25R)                                  |          |
| TITANIUM DIOXIDE (UNII: 15FIX9V2JP)                          |          |
| D&C YELLOW NO. 10 (UNII: 35SW5USQ3G)                         |          |
| SODIUM PHOSPHATE, TRIBASIC, DODECAHYDRATE (UNII: B70850QPHR) |          |
| WATER (UNII: 059QF0KO0R)                                     |          |

### Product Characteristics

|       |       |       |  |
|-------|-------|-------|--|
| Color | green | Score |  |
|-------|-------|-------|--|

|                 |      |                     |  |
|-----------------|------|---------------------|--|
| <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:20276-550-43 | 122 g in 1 TUBE; Type 0: Not a Combination Product | 02/27/2014           |                    |

**Marketing Information**

| Marketing Category      | Application Number or Monograph Citation | Marketing Start Date | Marketing End Date |
|-------------------------|--|----------------------|--------------------|
| OTC monograph not final | part356                                  | 02/27/2014           |                    |

**Labeler** - Delta Brands Inc (102672008)

Revised: 7/2017

Delta Brands Inc