

EQUATE SENSITIVE- potassium nitrate, sodium fluoride paste, dentifrice
Wal-Mart Stores Inc

5820257 Equate Sensitive Toothpaste with Fluoride

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

When using this product do not use longer than 4 weeks unless recommended by a dentist or physician. **See your dentist if** the problem 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 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 one minute, preferably after each meal or at least twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth. Minimize swallowing. Spit out after brushing.

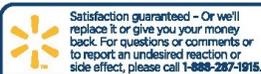
Children under 12 years of age: Consult a dentist or physician.

water, sorbitol, hydrated silica, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, sodium methyl cocoyltaurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin



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 & clean.
- **with twice daily brushing.



Satisfaction guaranteed - Or we'll replace it or give you your money back. For questions or comments or to report an undesired reaction or side effect, please call 1-888-287-1916.

DISTRIBUTED BY: Walmart Inc., Bentonville, AR 72716
 *This product is not manufactured or distributed by Haleon US Holdings LLC, owner of the registered trademark Sensodyne®



202125793
5301057

Drug Facts		Drug Facts (continued)	
Active Ingredients	Purpose	Directions	
Potassium nitrate 5%.....	Antihypersensitivity	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 one 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.	
Sodium fluoride 0.24% (0.15% w/v fluoride ion).....	Anticavity	Inactive ingredients water, sorbitol, hydrated silica, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, sodium methyl cocoyl taurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin	
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 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. 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.			

EQUATE SENSITIVE

potassium nitrate, sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:49035-257
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.15 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	

HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM TRIPOLYPHOSPHATE (UNII: 5HK03SA80J)	
SORBITOL (UNII: 506T60A25R)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
WATER (UNII: 059QF0KO0R)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:49035-257-79	1 in 1 BOX	11/02/2018	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:49035-257-29	2 in 1 PACKAGE	11/02/2018	
2		1 in 1 CARTON		
2		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	11/02/2018	

Labeler - Wal-Mart Stores Inc (051957769)

Registrant - Lornamead Products (119559733)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Products		119559733	manufacture(49035-257) , pack(49035-257)