

**ORAJEL SENSITIVITY RELIEF- sodium fluoride and potassium nitrate paste, dentifrice**  
**Church & Dwight Co., Inc.**

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**Orajel™ Sensitivity Relief**

**Drug Facts**

<b>Active ingredients</b>	<b>Purpose</b>
Sodium Fluoride 0.24% (0.17% w/v Fluoride Ion)	Anticavity
Potassium Nitrate 5.0%	Tooth Desensitizer

**Use**

- Aids in the prevention of dental decay
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact

**Warnings**

**Do not use if** irritation occurs and persists.

**When using this product** do not use longer than 4 weeks unless recommended by a dentist or physician.

**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.

**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**

- Do not swallow
- Supervise children as necessary until capable of using without supervision
- Rinse away toothpaste residue thoroughly after brushing
- 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 1 minute twice a day (morning and evening) or as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth.
- Children under 12 years of age: Consult a dentist or doctor.

**Inactive ingredients**

Sorbitol, water, hydrated silica, PEG-8, sodium lauryl sulfate, flavor, cellulose gum,

titanium dioxide, sodium saccharin

**Questions or comments?**

Call **1-800-786-5135** Mon.-Fri. 9am-5pm ET or visit **[www.oraljel.com](http://www.oraljel.com)**

**PRINCIPAL DISPLAY PANEL - 121.9 g Tube Carton**

NEW

#1 ORAL PAIN RELIEF BRAND

Orajel™

Anticavity Toothpaste  
For Sensitive Teeth

SOOTHING MINT

SENSITIVITY RELIEF

24/7 SENSITIVITY RELIEF TOOTHPASTE\*

Maximum sensitivity relief without a prescription  
Sensitivity protection from hot and cold

NET WT 4.3 OZ (121.9 g)



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**Drug Facts (continued)**  
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 as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth.  
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**Inactive ingredients** Sorbitol, water, hydrated silica, PEG-8, sodium lauryl sulfate, flavor, cellulose  
 gum, titanium dioxide, sodium saccharin  
**Questions or comments?** Call 1-800-786-5135 Mon.–Fri, 9am–5pm ET or visit [www.oraljel.com](http://www.oraljel.com)

Church & Dwight Co., Inc., Ewing, NJ 08628 U.S.A. Made in the USA with US and foreign materials. \*With twice daily brushing OJFC-07371-01 72026426

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**Anticavity Toothpaste  
 For Sensitive Teeth**

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SOOTHING MINT



**SENSITIVITY RELIEF**

**24/7 SENSITIVITY RELIEF TOOTHPASTE\***

Maximum sensitivity relief without a prescription  
 Sensitivity protection from hot and cold

**ORAJEL™ SENSITIVITY RELIEF TOOTHPASTE IS SPECIALLY FORMULATED FOR 24/7 SENSITIVITY RELIEF**

and protection from hot and cold, providing maximum sensitivity protection without a prescription. Plus, the great taste of Soothing Mint leaves breath fresh. From the makers of Orajel™, one of the most trusted brands in pain relief and oral care solutions.

SOOTHING MINT



SENSITIVITY RELIEF

CAVITY PROTECTION

STRENGTHENS ENAMEL

FRESHENS BREATH

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**ORAJEL SENSITIVITY RELIEF**

sodium fluoride and potassium nitrate paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:10237-678
<b>Route of Administration</b>	ORAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	SODIUM FLUORIDE	0.243 g in 100 g
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g

## Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>POLYETHYLENE GLYCOL 400</b> (UNII: B697894SGQ)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	

## 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:10237-678-43	121.9 g in 1 TUBE; Type 0: Not a Combination Product	01/31/2024	
2	NDC:10237-678-12	2 in 1 CARTON	06/01/2024	
2		170 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	M021	01/31/2024	

**Labeler** - Church & Dwight Co., Inc. (001211952)

## Establishment

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	MANUFACTURE(10237-678)

Revised: 12/2023

Church & Dwight Co., Inc.