

SIGNATURE CARE SENSITIVE MAXIMUM STRENGTH- potassium nitrate, sodium fluoride paste, dentifrice
Safeway

5820289, 5820040 Signature Care Maximum Strength Sensitive

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), and not more than 3 times a day, 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.

Other information Store in a cool, dry place. Keep tube capped when not in use.

Inactive ingredients cocamidopropyl betaine, flavor, glycerin, hydrated silica, PEG-8, sodium hydroxide, sodium methyl cocoyl taurate, sodium saccharin, sodium tripolyphosphate, sorbitol, titanium dioxide, water, xanthan gum

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NET WT 4 OZ (113 g)

FOR SENSITIVE TEETH & CAVITY PROTECTION
RELIEVES PAINFUL SENSITIVITY

MAXIMUM STRENGTH

Sensitive

TOOTHPASTE WITH FLUORIDE

COMPARE TO the active ingredients in Sensodyne®*

Extra Whitening

Quality Guaranteed

Signature Care

Signature Care

Quality Guaranteed

MAXIMUM STRENGTH

Sensitive

TOOTHPASTE WITH FLUORIDE

COMPARE TO the active ingredients in Sensodyne®*

Extra Whitening

FOR SENSITIVE TEETH & CAVITY PROTECTION • RELIEVES PAINFUL SENSITIVITY

NET WT 4 OZ (113 g)

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.

Scan here for more information

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

*This product is not manufactured or distributed by Haleon US Holdings LLC, owner of the registered trademark Sensodyne®.

Signature Care™

MAXIMUM STRENGTH

SENSITIVE TOOTHPASTE WITH FLUORIDE

FOR SENSITIVE TEETH & CAVITY PROTECTION

RELIEVES PAINFUL SENSITIVITY

Extra Whitening

NET WT 4 OZ (113 g)

SIGNATURE CARE SENSITIVE MAXIMUM STRENGTH

potassium nitrate, sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:21130-351
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

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

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0K00R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM TRIPOLYPHOSPHATE (UNII: 5HK03SA80J)	
POLYETHYLENE GLYCOL, UNSPECIFIED (UNII: 3WJQ0SDW1A)	
SORBITOL (UNII: 506T60A25R)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
GLYCERIN (UNII: PDC6A3C00X)	
XANTHAN GUM (UNII: TTV12P4NEE)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3011KX)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:21130-351-19	1 in 1 CARTON	03/02/2019	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:21130-351-20	2 in 1 PACKAGE	03/02/2019	
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	03/02/2019	

Labeler - Safeway (009137209)

Registrant - Lornamead Inc. (080046418)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Inc.		080046418	manufacture(21130-351)

Revised: 1/2025

Safeway