

**SENSITIVE TEETH AND GUMS- potassium nitrate, sodium fluoride paste, dentifrice
Church & Dwight Co., Inc.**

Arm and Hammer Sensitive Teeth and Gums

Active ingredients

Potassium nitrate 5.0%

Sodium fluoride 0.24%

Purpose

Antihypersensitivity

Anticavity toothpaste

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

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

adults and children 12 years and older

- apply at least a 1-inch strip of the product onto a soft bristly toothbrush. Brush teeth for at least one minute, preferable 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.

children under 12 years

- consult a dentist or physician

Inactive ingredients sodium bicarbonate (baking soda), water, sorbitol, glycerin, hydrated silica, flavor, sodium saccharin, sodium lauroyl sarcosinate, sodium lauryl sulfate, cellulose gum, titanium dioxide, xanthan gum

Questions or comments? Call **1-800-786-5135** Monday-Friday 9am-5pm ET or visit **www.myoralcare.com**

Principal Display Panel

ARM AND HAMMER The Standard of Purity

Refreshing Mint Naturally Powered By Baking Soda Fluoride Anticavity Toothpaste for Sensitive Teeth

Sensitive Teeth and Gums

NET WT.

4.5 OZ. (127g) Gentle Whitening Strengthens Enamel Low Abrasion From the Maker of Orajel

ARM & HAMMER
THE STANDARD OF PURITY™

NET WT
4.5 OZ. (127g)

Refreshing Mint NATURALLY POWERED BY BAKING SODA

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TEETH & GUMS**

Fluoride Anticavity
Toothpaste for
Sensitive Teeth

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From the Maker of
Orajel

**BAKING SODA NEUTRALIZES ACID
for HEALTHIER TEETH & GUMS**

Your teeth and gums thrive in a neutral, non-acidic environment. The proven power of baking soda in all ARM & HAMMER™ toothpastes actively neutralizes acid, helping create the optimal environment for strong teeth and gums.

Neutralizes Plaque Acid

Results You Can Feel Working

Drug Facts		Drug Facts (continued)	
Active ingredients	Purpose	Warnings (continued)	
Potassium nitrate 5.0% Antihypersensitivity	Anticavity toothpaste	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.	
Sodium fluoride 0.24%			
Uses		Directions	
- aids in the prevention of dental decay		- do not swallow	
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact		adults and children 12 years and over	apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth 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.
Warnings		children under 12 years	consult a dentist or physician
When using this product do not use longer than 4 weeks unless recommended by a dentist or physician.		Inactive ingredients	sodium bicarbonate (baking soda), water, sorbitol, glycerin, tetrasodium pyrophosphate, hydrated silica, flavor, sodium saccharin, sodium lauryl sarcosinate, sodium lauryl sulfate, cellulose gum, xanthan gum, titanium dioxide
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.		Questions or comments?	Call 1-800-785-5135 Mon.-Fri., 9am-5pm ET or visit www.oralcare.com

Church & Dwight Co., Inc., Ewing, NJ 08628 U.S.A. Made in the USA with U.S. and foreign materials. ADJEC-18046-08_72913389

SENSITIVE TEETH AND GUMS

potassium nitrate, sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:10237-669
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.43 mg in 1 g
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SODIUM BICARBONATE (UNII: 8MDF5V39QO)	
WATER (UNII: 059QF0K00R)	
SORBITOL (UNII: 506T60A25R)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SACCHARIN (UNII: FST467XS7D)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM LAUROYL SARCOSINATE (UNII: 632GS99618)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT (Refreshing Mint)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-669-45	1 in 1 CARTON	10/16/2017	
1		127 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:10237-669-09	1 in 1 CARTON	02/15/2019	
2		25 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	10/16/2017	

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

Establishment

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	manufacture(10237-669)

Revised: 12/2025

Church & Dwight Co., Inc.