

SENSODYNE CLINICAL WHITE STAIN PROTECTOR- potassium nitrate, sodium fluoride paste

SENSODYNE CLINICAL WHITE ENAMEL STRENGTHENING- potassium nitrate, sodium fluoride paste

Haleon US Holdings LLC

Drug Facts

Active ingredients

Potassium nitrate 5%

Sodium fluoride 0.25% (0.15% w/v fluoride ion)

Purposes

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

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.

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 1 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.

Other information

- do not store above 25°C (77°F)

Inactive ingredients

water, sorbitol, hydrated silica, glycerin, pentasodium triphosphate, PEG-8, sodium lauryl sulfate, flavor, alumina, titanium dioxide, xanthan gum, cocamidopropyl betaine, sodium hydroxide, carrageenan, sodium saccharin

Questions or comments?

1-866-844-2797

Additional Information (Enamel Strengthening)

ALWAYS FOLLOW THE LABEL

SENSODYNE CLINICAL WHITE

CLINICALLY PROVEN **WHITENING** DESIGNED FOR **SENSITIVE TEETH**

WHITENING

Clinically proven whitening ingredients remove stains, polish teeth and help prevent future stains

SENSITIVITY PROTECTION

Clinically proven ingredients to protect against sensitivity and strengthen enamel.

Strengthens enamel

ENAMEL SAFE

* As shown in an 8 week study.

** With twice daily brushing.

Additional Information (Stain Protector)

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WHITE

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WHITENING

Clinically proven whitening ingredients remove stains, polish teeth and help prevent future stains

SENSITIVITY PROTECTION

Clinically proven ingredients to protect against sensitivity and strengthen enamel

Helps protect teeth from future stains

ENAMEL SAFE

* As shown in an 8 week study.

** With twice daily brushing.

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Principal Display Panel (Enamel Strengthening)

HALEON

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

SENSODYNE

2 SHADES WHITER TEETH*

+24/7 SENSITIVITY PROTECTION**

CLINICAL

WHITE

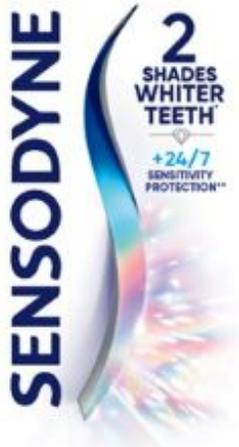
#1 DENTIST RECOMMENDED BRAND FOR SENSITIVE TEETH

ENAMEL STRENGTHENING

NET WT 5.5 OZ (156 g)

HALEON

TOOTHPASTE FOR
SENSITIVE TEETH AND
CAVITY PREVENTION



#1 DENTIST
RECOMMENDED BRAND
FOR SENSITIVE TEETH



NET WT 5.5 OZ (156 g)

Principal Display Panel (Stain Protector)

NEW

#1 DENTIST RECOMMENDED BRAND FOR SENSITIVE TEETH

SENSODYNE

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

2 SHADES WHITER TEETH*
+24/7 SENSITIVITY PROTECTION**

**CLINICAL
WHITE**

STAIN PROTECTOR

NET WT 3.4 OZ (96.4 g)

NEW

#1 DENTIST RECOMMENDED BRAND FOR SENSITIVE TEETH

SENSODYNE

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

2 SHADES WHITER TEETH*
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HALEON

CLINICAL WHITE

STAIN PROTECTOR

NET WT 3.4 OZ (96.4 g)

SENSODYNE CLINICAL WHITE STAIN PROTECTOR

potassium nitrate, sodium fluoride paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:0135-0702
Route of Administration	ORAL		

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	2.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
ALUMINUM OXIDE (UNII: LMI26O6933)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
XANTHAN GUM (UNII: TTV12P4NEE)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SODA LIME (UNII: 4RG4VJM6VG)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:0135-0702-01	1 in 1 CARTON	01/02/2024	
1		96.4 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:0135-0702-02	1 in 1 CARTON	01/02/2024	
2		62.5 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:0135-0702-03	1 in 1 CARTON	01/02/2024	
3		23 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:0135-0702-04	2 in 1 CARTON	01/02/2024	
4		96.4 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	01/02/2024	

SENSODYNE CLINICAL WHITE ENAMEL STRENGTHENING

potassium nitrate, sodium fluoride paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:0135-0703
Route of Administration	ORAL		

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	2.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	

SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
ALUMINUM OXIDE (UNII: LMI26O6933)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
XANTHAN GUM (UNII: TTV12P4NEE)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SODA LIME (UNII: 4RG4VJM6VG)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

Product Characteristics			
Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:0135-0703-01	1 in 1 CARTON	01/02/2024	
1		96.4 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:0135-0703-02	1 in 1 CARTON	01/02/2024	
2		62.5 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:0135-0703-05	1 in 1 CARTON	06/01/2025	
3		156 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:0135-0703-53	3 in 1 CARTON	06/01/2025	
4		156 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	01/02/2024	

Labeler - Haleon US Holdings LLC (079944263)

Establishment			
Name	Address	ID/FEI	Business Operations
Haleon US Holdings LLC		046877908	analysis(0135-0703) , label(0135-0703) , manufacture(0135-0703)

