

HEB EXTRA WHITENING- fluoride paste, dentifrice
HEB

5820168 HEB Sens Enamel Protection Whitening Mint

Active ingredients / Purpose

Potassium nitrate 5%.....Antihypersensitivity

Sodium fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity

Uses

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

When using this product, if irritation occurs discontinue 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.

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.

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

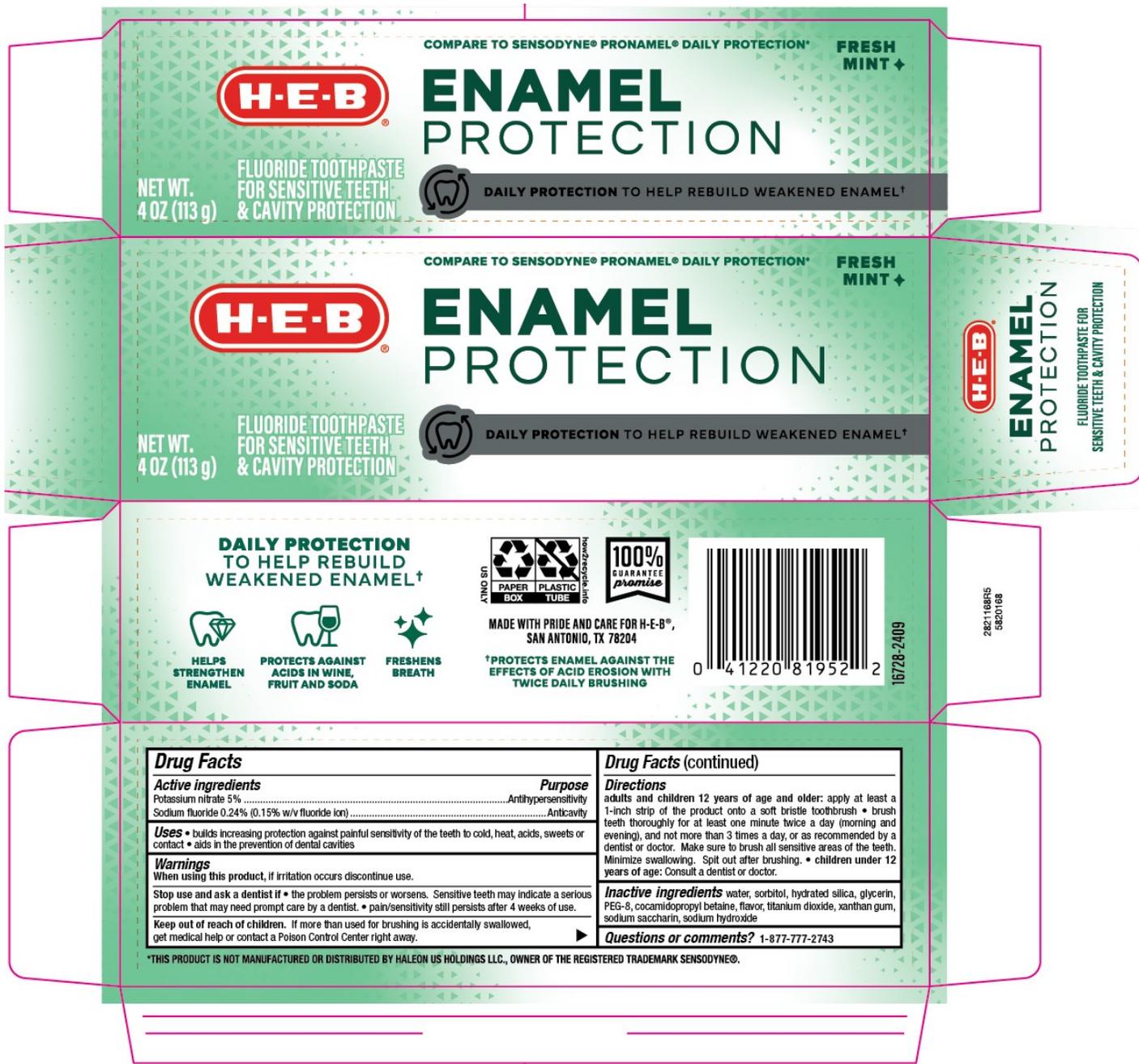
- brush teeth thoroughly for at least one minute twice a day (morning and evening), and not more than 3 times a day, or as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth. Minimize swallowing. Spit out after brushing.
- **children under 12 years of age:** Consult a dentist or doctor.

Inactive ingredients

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

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Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37808-681
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	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: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
GLYCERIN (UNII: PDC6A3C0OX)	
XANTHAN GUM (UNII: TTV12P4NEE)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	

Product Characteristics

Color	white (white to light tan)	Score	
Shape		Size	
Flavor	MINT (mint)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-681-19	1 in 1 CARTON	11/30/2012	11/21/2025
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37808-681-29	1 in 1 CARTON	11/21/2025	
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	01/20/2011	

Labeler - HEB (007924756)

Registrant - Lornamead Products (119559733)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Products		119559733	manufacture(37808-681) , pack(37808-681)

