

LORNAMEAD NATURAL WHITE- fluoride paste, dentifrice
Lornamead Products

5010570 Natural White Extreme Sensitive Whitening

Active ingredient

Potassium nitrate 5% Antisensitivity

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

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.

Apply at least a 1-inch strip of the product onto a soft bristle toothbrush. **Children under 12 years of age:** ask a dentist.

Other Information

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

Inactive ingredients

Water, Hydrated Silica, Sorbitol, Glycerin, Cocamidopropyl Betaine, PEG-12, Titanium Dioxide, Cellulose Gum, Flavor, Sodium Benzoate, Sodium Saccharin, Red 40

Drug Facts		Drug Facts (continued)	
Active ingredients Potassium nitrate 5%.....Antihypersensitivity Sodium fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity	Purpose	Directions adults and children 12 years of age and older: apply to 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, hydrated silica, sorbitol, glycerin, cocamidopropyl betaine, PEG-12, titanium dioxide, cellulose gum, flavor, sodium benzoate, sodium saccharin, red 40
Uses • builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact • aids in the prevention of dental cavities		* This product is not manufactured or distributed by Haleon US Holdings LLC, owner of the registered trademark Sensodyne®	
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. ▶		** with twice daily brushing	

2011570R3
5010570

SENSITIVE
FLUORIDE ANTI-CAVITY WHITENING TOOTHPASTE
Helps relieve pain from cold, heat, acids or sweets
NET WT 3.4 OZ (96.4 g)

Extreme
by Natural White®

Compare to Sensodyne®*

FRESHENS BREATH WHITENS TEETH SENSITIVITY PROTECTION**

SENSITIVE
FLUORIDE ANTI-CAVITY WHITENING TOOTHPASTE
Helps relieve pain from cold, heat, acids or sweets
NET WT 3.4 OZ (96.4 g)

Extreme
by Natural White®

Compare to Sensodyne®*

FRESHENS BREATH WHITENS TEETH SENSITIVITY PROTECTION**

Relieve painful tooth sensitivity & protect against cavities with Natural White Extreme Sensitive Whitening Toothpaste.

- Contains Potassium Nitrate to reduce painful sensitivity
- Contains Fluoride for cavity prevention
- Gently removes surface stains for whiter teeth
- Freshens breath

Comments? Questions?
Call 1-877-777-2743 or
Email customerservice@lornameadna.com



LORNAMEAD NATURAL WHITE			
fluoride paste, dentifrice			
Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:62721-0470
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: 059QF0KO0R)		

SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM TRIPOLYPHOSPHATE (UNII: 5HK03SA80J)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
GLYCERIN (UNII: PDC6A3C0OX)	
FD&C RED NO. 40 (UNII: WZB9127XOA)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	

Product Characteristics

Color	pink	Score	
Shape		Size	
Flavor	MINT (Vanilla Mint)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:62721-0470-9	1 in 1 CARTON	01/10/2013	05/23/2023
1	NDC:62721-0470-2	128 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:62721-0470-7	1 in 1 CARTON	06/12/2023	
2	NDC:62721-0470-3	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	12/01/2012	

Labeler - Lornamead Products (119559733)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead		080046418	manufacture(62721-0470) , pack(62721-0470)