

**SENSODYNE ADVANCED WHITENING- potassium nitrate paste**  
**Haleon US Holdings LLC**

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**Drug Facts**

***Active ingredient***

Potassium nitrate 5%

Sodium fluoride 0.25% (0.16% 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 30° C (86 °F)

## **Inactive ingredients (Advanced Whitening)**

water, hydrated silica, sorbitol, glycerin, pentasodium triphosphate PEG-8, alumina, flavor, titanium dioxide, sodium methyl cocoyl taurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin, sucralose

## **Questions or comments?**

**1-866-844-2797**

## **Additional information**

### **ALWAYS FOLLOW THE LABEL**

#### **What are sensitive teeth?**

Lots of people have sensitive teeth. When enamel is worn away (through eating everyday acidic food or

drinks) or gums recede, the dentin underneath becomes exposed. This can lead to tooth sensitivity,

for example, with cold and hot food and drinks.

#### **What does Sensodyne do?**

Sensodyne provides daily care for sensitive teeth\* plus all the benefits you would expect from a daily fluoride toothpaste - strong teeth and freshness.

\*with twice daily brushing.

#### **24/7 Sensitivity Protection\***

#### **+ Strong & Healthy Teeth**

#### **Use Sensodyne Advanced Whitening twice daily:**

- Long lasting sensitivity protection\* every day
- Contains fluoride to protect against cavities

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#### **GSK Consumer Healthcare**

Warren, NJ 07059

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## **Principal Display Panel**

**NDC 0135-0479-01**

**#1 DENTIST RECOMMENDED BRAND**

**SENSODYNE**

**Advanced Whitening**

**TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION**

**24/7 Sensitivity Protection\* + Strong & Healthy Teeth**

**NET WT 6.5 OZ (184 g)**



**SENSODYNE ADVANCED WHITENING**

potassium nitrate paste

**Product Information**

**Product Type**

HUMAN OTC DRUG

**Item Code (Source)**

NDC:0135-0479

<b>Route of Administration</b>	ORAL
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<b>Active Ingredient/Active Moiety</b>		
<b>Ingredient Name</b>	<b>Basis of Strength</b>	<b>Strength</b>
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.15 mg in 1 g

<b>Inactive Ingredients</b>	
<b>Ingredient Name</b>	<b>Strength</b>
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM TRIPOLYPHOSPHATE ANHYDROUS</b> (UNII: 9SW4PFD2FZ)	
<b>POLYETHYLENE GLYCOL 400</b> (UNII: B697894SGQ)	
<b>ALUMINUM OXIDE</b> (UNII: LMI26O6933)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM METHYL COCOYL TAURATE</b> (UNII: JVL98CG53G)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	

<b>Product Characteristics</b>			
<b>Color</b>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

<b>Packaging</b>				
<b>#</b>	<b>Item Code</b>	<b>Package Description</b>	<b>Marketing Start Date</b>	<b>Marketing End Date</b>
1	NDC:0135-0479-01	1 in 1 CARTON	10/16/2020	
1		184 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:0135-0479-02	4 in 1 CARTON	07/03/2023	
2		184 g in 1 TUBE; Type 0: Not a Combination Product		

<b>Marketing Information</b>			
<b>Marketing Category</b>	<b>Application Number or Monograph Citation</b>	<b>Marketing Start Date</b>	<b>Marketing End Date</b>

OTC Monograph Drug M022

10/16/2020

**Labeler** - Haleon US Holdings LLC (079944263)

Revised: 3/2024

Haleon US Holdings LLC