

**RITE AID SENSITIVE TOOTHPASTE EXTRA WHITENING - potassium nitrate and sodium fluoride paste**

**Rite Aid**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Rite Aid Sensitive toothpaste Extra Whitening**

**Active Ingredients**

Potassium nitrate 5%..... Antihypersensitivity

Sodium Fluoride 0.243% (0.15% w/v fluoride ion)... Anticavity toothpaste

**USES**

- Builds increasing protection against painful sensitivity of teeth due to cold, heat, acids, sweets or contact
- Aids in the prevention of dental cavities

**When using this product** do not use longer than 4 weeks unless recommended by a dentist or doctor. **Stop and ask a dentist** if problems persists or worsens. Sensitive teeth may indicate a serious problem that may require prompt care by a dentist. **Keep out of reach of children.** If you accidentally swallow more than used for brushing seek professional help or contact a Poison Control Center immediately.

**Directions**

**Adults and children 12 years and older** Brush teeth for at least one minute, preferably after each meal, or at least twice a day or as directed by your dentist. Be sure to brush sensitive areas.

**Children under 12 years of age** Consult a dentist or doctor

**Other information** Store in a cool, dry place.

**Inactive ingredients**

Sorbitol, Silica, Water, Sodium Lauryl Sulphate, Flavor, Cellulose Gum, Titanium Dioxide, Sodium Benzoate, Sodium Phosphate, Tetrasodium Pyrophosphate, Sodium Saccharin

**Principal Display Panel**

\*Compare to the active ingredient of Sensodyne®



# oral care sensitive toothpaste

with potassium nitrate & sodium fluoride

**EXTRA WHITENING**  
fluoride toothpaste for sensitive teeth

NET WT 4.0 OZ (113 g)

DISTRIBUTED BY:  
**Rite Aid Corporation**  
30 Hunter Lane, Camp Hill, PA 17011  
**MADE IN INDIA**  
EC. NO. GUJ/DRUG/1690



For clean and healthy teeth: See your dentist on a regular basis for a professional cleaning. Use dental floss daily.

\*This product is not manufactured or distributed by GlaxoSmithKline, owner of the registered trademark Sensodyne®.

**RITE AID** Learn more at [www.RiteAid.com](http://www.RiteAid.com)

Drug Facts		Drug Facts (continued)	
<b>ACTIVE INGREDIENT</b>	<b>PURPOSE</b>	If you accidentally swallow more than used for brushing, seek professional help or contact a Poison Control Center immediately.	
Potassium nitrate 5%.....	Antihypersensitivity	<b>DIRECTIONS</b>	
Sodium fluoride 0.243% (0.15% w/v fluoride ion).....	Anticavity Toothpaste	Adults and children 12 years and older	Brush teeth for at least one minute, preferably after each meal, or at least twice a day, or as directed by your dentist. Be sure to brush sensitive areas.
<b>USES</b> • builds increasing protection against painful sensitivity of teeth due to cold, heat, acids, sweets or contact • aids in the prevention of dental cavities		Children under 12 years of age	Consult a dentist or doctor.
<b>WARNINGS:</b> When using this product do not use longer than 4 weeks unless recommended by a dentist or doctor. Stop and ask a dentist if problem persists or worsens. Sensitive teeth may indicate a serious problem that may require prompt care by a dentist. <b>Keep out of reach of children.</b>		Other information	Store in a cool, dry place.
<b>INACTIVE INGREDIENTS:</b> Sorbitol, Silica, Water, Sodium Lauryl Sulphate, Flavor, Cellulose Gum, Titanium Dioxide, Sodium Benzoate, Sodium Phosphate, Tetrasodium Pyrophosphate, Sodium Saccharin.			

## RITE AID SENSITIVE TOOTHPASTE EXTRA WHITENING

potassium nitrate and sodium fluoride paste

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:11822-0821
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (POTASSIUM CATION - UNII:295O53K152)	POTASSIUM NITRATE	5 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.43 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength

<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SILICON DIOXIDE</b> (UNII: ETJ7Z6XBU4)	
<b>Water</b> (UNII: 059QF0KO0R)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>CROSCARMELLOSE SODIUM</b> (UNII: M28OL1HH48)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)	
<b>SODIUM PHOSPHATE</b> (UNII: SE337SVY37)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	

### Product Characteristics

<b>Color</b>	white (Extra Whitening)	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11822-0821-1	113 g in 1 TUBE		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph not final	part356	08/30/2010	

**Labeler** - Rite Aid (014578892)