

**TARGET SENSITIVE WHITENING TP- sodium fluoride paste, dentifrice**  
**Target**

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**5820081 Target Sensitive Whitening TP (8015201)**

Potassium nitrate 5%

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

Antihypersensitivity

Anticavity

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. Stop use and ask a doctor 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 is used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

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.

store below 30C (86F)

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



<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:11673-237
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.24 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SODIUM TRIPOLYPHOSPHATE ANHYDROUS</b> (UNII: 9SW4PFD2FZ)	
<b>POLYETHYLENE GLYCOL 400</b> (UNII: B697894SGQ)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>SODIUM METHYL COCOYL TAURATE</b> (UNII: JVL98CG53G)	

### Product Characteristics

<b>Color</b>	white	<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:11673-237-79	1 in 1 CARTON	10/01/2024	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:11673-237-89	1 in 1 CARTON	02/10/2024	02/24/2024
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	02/01/2024	
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**Labeler** - Target (006961700)

**Registrant** - Lornamead (080046418)

**Establishment**

Name	Address	ID/FEI	Business Operations
Lornamead		080046418	manufacture(11673-237) , pack(11673-237)

Revised: 1/2025

Target