

TARGET SENSITIVE WHITENING TP- sodium fluoride paste, dentifrice
Target

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

COPY ENLARGED FOR PROOFING

maximum strength
sensitive
toothpaste with fluoride
for sensitive teeth and cavity prevention

NET WT 4 OZ (113 g)

Drug Facts

Active Ingredients:	Purpose:
Fluoride (0.24% NaF) ...	Whitening
Sodium Fluoride (0.24% NaF) ...	Whitening
Hydroxyapatite (0.01% CaPO ₄) ...	Whitening

Directions: Adults and children 12 years of age and older apply or use 1 inch strip of the product once a day in the toothpaste + brush teeth thoroughly for 2 minutes. Rinse twice a day. Flossing and brushing and not more than 2 times a day. Do not use immediately after a meal or snack. Make sure to brush all sensitive areas of the teeth. Monitor sensitivity. Get out after brushing. A children under 12 years of age. Consult a dentist or doctor.

Other Information: © 2019 Target Brands, Inc.

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Final Release Notice

THIS PRODUCT IS NOT TO BE USED FOR THE TREATMENT OF ANY DENTAL CONDITION. IT IS NOT TO BE USED FOR THE TREATMENT OF ANY DENTAL CONDITION. IT IS NOT TO BE USED FOR THE TREATMENT OF ANY DENTAL CONDITION.

Target Sensitive Whitening Tube

NET WT 4 OZ (113 g)

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TARGET SENSITIVE WHITENING TP

sodium fluoride paste, dentifrice

Product Information

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

Active Ingredient/Active Moiety

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

Inactive Ingredients

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

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

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 Products (119559733)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Products		119559733	manufacture(11673-237) , pack(11673-237)

Revised: 11/2025

Target