

HEB EXTRA WHITENING- fluoride paste, dentifrice
HEB

5820169 HEB Sensitive Extra Whitening Toothpaste

Drug Facts

Active ingredients

Potassium nitrate 5%

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

Purpose

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

If pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

Stop use and ask a dentist if the problem worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist.

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 one minute, preferably after each meal or at least twice a day (morning and evening) or as recommended by a dentist or physician. 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, sorbitol, hydrated silica, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, sodium methyl cocoyl taurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin

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

Questions or Comments? CALL 1-877-777-2748

MADE WITH PRIDE AND CARE FOR H-E-B®

SAN ANTONIO, TX 78204

MADE IN USA



FLUORIDE TOOTHPASTE FOR SENSITIVE TEETH & CAVITY PROTECTION

NET WT. 4 OZ (113 g)

COMPARE TO SENSODYNE® EXTRA WHITENING*

SENSITIVE

EXTRA WHITENING



24/7 SENSITIVITY PROTECTION†

FRESH MINT ↕



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FRESH MINT ↕

24/7 SENSITIVITY PROTECTION†



REMOVES STAINS FOR WHITER TEETH



RELIEVES PAINFUL SENSITIVITY



FRESHENS BREATH



MADE WITH PRIDE AND CARE FOR H-E-B® SAN ANTONIO, TX 78204

*WITH TWICE DAILY BRUSHING




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16728-2409

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5820169

Drug Facts		Drug Facts (continued)	
<p>Active ingredients</p> <p>Potassium nitrate 5%.....Antihypersensitivity</p> <p>Sodium fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity</p> <p>Uses • builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact • aids in the prevention of dental cavities</p> <p>Warnings</p> <p>When using this product, if irritation occurs discontinue use.</p> <p>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.</p> <p>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.</p>	<p>Directions</p> <p>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.</p> <p>Inactive ingredients water, sorbitol, hydrated silica, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, sodium methyl cocoyl taurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin</p> <p>Questions or comments? 1-877-777-2743</p>		

*THIS PRODUCT IS NOT MANUFACTURED OR DISTRIBUTED BY HALEON US HOLDINGS LLC., OWNER OF THE REGISTERED TRADEMARK SENSODYNE®.

HEB EXTRA WHITENING

fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37808-961
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	0.15 g in 100 g
POTASSIUM NITRATE (UNII: RU45X2JNOZ) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	

SACCHARIN SODIUM (UNII: SB8ZUX40TY)
SODIUM TRIPOLYPHOSPHATE (UNII: 5HK03SA80J)
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)
SORBITOL (UNII: 506T60A25R)
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)
SODIUM HYDROXIDE (UNII: 55X04QC32I)
GLYCERIN (UNII: PDC6A3C0OX)
XANTHAN GUM (UNII: TTV12P4NEE)
HYDRATED SILICA (UNII: Y6O7T4G8P9)
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT (mint)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-961-19	1 in 1 CARTON	01/20/2011	
1	NDC:37808-961-12	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	01/20/2011	

Labeler - HEB (007924756)

Registrant - Lornamead Inc. (080046418)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Inc.		080046418	manufacture(37808-961)