

**HEB EXTRA WHITENING- fluoride paste, dentifrice**  
**HEB**

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**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** ↕

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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




16728-2409

2821169F3  
5820169

**Drug Facts**

Active ingredients	Purpose
Potassium nitrate 5%.....	Antihypersensitivity
Sodium fluoride 0.24% (0.15% w/v fluoride ion).....	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**  
When using this product, if irritation occurs discontinue use.

**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.

**Drug Facts (continued)**

**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 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.

**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

**Questions or comments?** 1-877-777-2743

\*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

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

### Active Ingredient/Active Moiety

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

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	

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

### Product Characteristics

<b>Color</b>		<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT (mint)	<b>Imprint Code</b>	
<b>Contains</b>			

### 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 Products (119559733)

### Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Products		119559733	manufacture(37808-961) , pack(37808-961)