NATIVE SENSITIVITY- potassium nitrate, sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Native Sensitivity

Drug Facts

Active ingredient

5% potassium nitrate

0.243% sodium fluoride (0.14% w/v fluoride ion)

Purposes

Toothpaste for sensitive teeth

Toothpaste for cavity prevention

Uses

- when used regularly, builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- aids in the prevention of cavities

Warnings

When using this product do not use for sensitivity longer than four weeks unless recommended by a dentist.

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

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 yrs. & older: apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.
- do not swallow
- children under 12 yrs.: ask a dentist

Inactive ingredients

glycerin, water, hydrated silica, sodium cocoyl glutamate, flavor, mentha piperita (peppermint) oil, xanthan gum, carrageenan, stevia rebaudiana extract, titanium dioxide

Questions?

1-888-964-1211

Distr. by Native

San Francisco, CA 94111

PRINCIPAL DISPLAY PANEL - 116 g Tube Carton

WITH FLUORIDE

REDUCES SENSITIVITY

FRESHENS BREATH

FIGHTS CAVITIES

NATIVE

FLUORIDE TOOTHPASTE FOR SENSATIVE TEETH

NET WT 4.1 OZ (116g)

SENSITIVITY

SOOTHING MINT

NATIVE SENSITIVITY

potassium nitrate, sodium fluoride paste, dentifrice

Product Information			
Product Type	HUMAN OTC DRUG	**Item Code (Source)**	NDC:69423-903
Route of Administration	DENTAL		

Active Ingredient/Active Moiety		
Ingredient Name	**Basis of Strength**	**Strength**
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

Inactive Ingredients	
Ingredient Name	**Strength**
STEVIA REBAUDIUNA LEAF (UNII: 6TC6NN0876)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM COCOYL GLUTAMATE (UNII: BMT4RCZ3HG)	
WATER (UNII: 059QF0KO0R)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
PEPPERMINT OIL (UNII: AV092KU4JH)	

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:69423-903-41	1 in 1 CARTON	05/10/2021	
1		116 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	M021	05/10/2021	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2025 The Procter & Gamble Manufacturing Company