

**SENSITIVE WHITENING TOOTH-PASTE- potassium nitrate, sodium fluoride paste, dentifrice
Meijer, Inc.**

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

meijer® sensitive toothpaste EXTRA WHITENING

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

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 children under 12 years of age.**

If more than amount used for brushing is accidentally swallowed, seek medical help or contact a Poison Control Center immediately.

Directions

• **Adults and children 12 years & 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) 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.

Other information

Store at room temperature 68-77°F (20-25°C)

Inactive ingredients

sorbitol, hydrated silica, treated water, PEG-1500, sodium lauryl sulfate, flavor, glycerin, cellulose gum, tetrasodium pyrophosphate, titanium dioxide, sodium benzoate, trisodium phosphate, sodium saccharin, sodium hydroxide, methylparaben, propylparaben

Compare to Sensodyne®

Extra Whitening active ingredients*

Maximum Strength with Fluoride

For Sensitive Teeth and Cavity Protection | Relieves Painful Sensitivity

Brushing twice a day helps build a protective coating against painful sensitivity.

- Reduces painful sensitivity
- cavity protection formula
- Freshens breath
- Helps remove stains for a whiter smile

DIST. BY MEIJER DISTRIBUTION, INC.

GRAND RAPIDS, MI 49544

www.meijer.com • 909-434-0911

OUR QUALITY GUARANTEE

WWW.MEIJER.COM/SATISFACTION

MADE IN INDIA

PAPER BOX

PLASTIC TUBE

how2recycle.info

*This product is not manufactured or distributed by Block Drug Company, Inc. owner of the registered trademark Sensodyne®.

Packaging





NDC 79481-0008-1
Compare to Sensodyne®
Extra Whitening
active ingredients*

sensitive toothpaste

Maximum Strength with Fluoride

For Sensitive Teeth and Cavity Protection | Relieves Painful Sensitivity

EXTRA WHITENING

NET WT 4 OZ (113 g)

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327396 MADE IN INDIA • C. No. DNH/COS/DNH/52 • 1222102811
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Drug Facts (continued)

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SENSITIVE WHITENING TOOTH-PASTE

potassium nitrate, sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:79481-0008
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	2.43 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
POLYETHYLENE GLYCOL 1600 (UNII: 1212Z7S33A)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
GLYCERIN (UNII: PDC6A3C0OX)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
METHYLPARABEN (UNII: A2I8C7HI9T)	
PROPYLPARABEN (UNII: Z8IX2SC1OH)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:79481-0008-1	1 in 1 BOX	12/24/2020	
1		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			

OTC monograph not
final

part356

12/24/2020

Labeler - Meijer, Inc. (006959555)

Revised: 1/2023

Meijer, Inc.