

**AIM SENSITIVE CAVITY PROTECTION- potassium nitrate, sodium fluoride gel, dentifrice
Church & Dwight Co., 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.

Aim Sensitive

Active ingredients

Potassium nitrate 5.0%
Sodium fluoride 0.24%

Purpose

Antihypersensitivity

Anticavity toothpaste

Use

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

Warnings

Do not use for longer than 4 weeks unless recommended by a dentist or doctor

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.

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, preferable after each meal or at least twice a day (morning and evening) or use as recommended by a dentist or physician.
- Make sure to brush all sensitive areas of the teeth.

Children under 12 years of age: consult a dentist or doctor.

Inactive ingredients sorbitol, water, hydrated silica, PEG-8, sodium lauryl sulfate, SD alcohol 38-B, flavor, cellulose gum, sodium saccharin, red 33, red 40.

Questions or comments? Call 1-800-786-5135 Monday-Friday 9am-5pm ET or visit www.myoralcare.com

Principal Display Panel

Same Active Ingredient as Leading Sensitive Toothpaste

TAKE AIM AGAINST CAVITIES

AIM

CAVITY PROTECTION

Refreshing Mint

Gel

NET WT. 5.5OZ (156g)

Anticavity Fluoride Gel Toothpaste

SENSITIVE Cleans Freshens

Protects Sensitive Teeth

Carton image



AIM SENSITIVE CAVITY PROTECTION

potassium nitrate, sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:10237-632
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
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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	2.4 mg in 1 g	
Inactive Ingredients				
Ingredient Name			Strength	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
ALCOHOL (UNII: 3K9958V90M)				
D&C RED NO. 33 (UNII: 9DBA0SBB0L)				
SORBITOL (UNII: 506T60A25R)				
FD&C RED NO. 40 (UNII: WZB9127XOA)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)				
WATER (UNII: 059QF0KO0R)				
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
Product Characteristics				
Color	pink	Score		
Shape		Size		
Flavor	MINT (Refreshing Mint)	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-632-55	1 in 1 CARTON	07/01/2015	07/19/2019
1		156 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 not final		part356	03/25/2015	

Labeler - Church & Dwight Co., Inc. (001211952)

Establishment

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	manufacture(10237-632)