

TOMS NATURAL MAXIMUM STRENGTH SENSITIVE SOOTHING MINT CLINICALLY PROVEN TO REDUCE PAINFUL SENSITIVITY / NO ARTIFICIAL DYES OR SWEETENERS- potassium nitrate and sodium fluoride paste, dentifrice Tom's of Maine, 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.

Toms® Natural Maximum Strength Sensitive Soothing Mint Toothpaste clinically proven to reduce painful sensitivity / no artificial dyes or sweeteners

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
Potassium nitrate 5%	Tooth desensitizer
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
- helps protect against cavities

Warnings

When using this product, do not use longer than 4 weeks unless recommended by a dentist or physician.

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 dial (412) 390-3381 right away (Poison Control Center).

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 at least 1 minute twice a day (morning and evening) or 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 physician

Inactive ingredients

water, sorbitol, hydrated silica, xylitol, glycerin, natural flavor¹, sodium lauryl sulfate, cocamidopropyl betaine, xanthan gum, titanium dioxide.

¹ wintergreen oil and other natural flavor

Questions?

1-800-FOR-TOMS (1-800-367-8667)

PRINCIPAL DISPLAY PANEL - 113 g Tube Carton

SINCE 1970

Tom's
OF MAINE

maximum strength* | natural

SENSITIVE

toothpaste for sensitive teeth
and cavity prevention with fluoride

clinically proven to reduce painful sensitivity

no artificial dyes or sweeteners

soothing mint

NET WT 4.0 OZ (113 g)



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What makes a product natural and good? At Tom's, it includes how we make it.



No animal testing or animal ingredients.
We share every **ingredient, its purpose, and its source** at www.tomsofmaine.com.
Sustainable practices are a priority in every aspect of our business.



No artificial colors, flavors, fragrance, or preservatives.
We strive to **maximize recycled content and recyclability** of our packaging.
5% (12 days) of employee time to volunteering. **10%** of profits to human and environmental goodness.



**Employee Volunteer Day
Mt. Agamenticus - York, Maine**

© Tom's of Maine, Inc., Kennebunk, ME 04043 Made in U.S.A.

We believe what's inside matters:

Our Stewardship Model guides every decision we make, ensuring that our ingredients, processing, and packaging meet our rigorous standards for being natural, sustainable, and responsible. To learn more about our Stewardship Model and what "natural" means at Tom's of Maine, visit www.tomsofmaine.com



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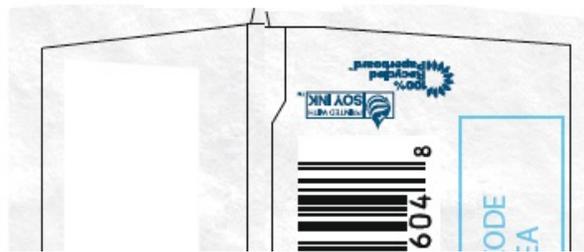
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*Maximum FDA allowed anti-sensitivity active ingredient

Goodness = Less In Landfills
TERRACYCLE Recycle Tom's of Maine® and other packaging through the TerraCycle® collection program and earn rewards for your favorite nonprofit or school! Visit www.tomsofmaine.com/terracycle to learn how.

†wintergreen oil and other natural flavor BPA-Free Tube





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DYES OR SWEETENERS**

potassium nitrate and sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:51009-213
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	0.05 g in 1 g

SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.00243 g in 1 g
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Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
XYLITOL (UNII: VCQ006KQ1E)	
GLYCERIN (UNII: PDC6A3C0OX)	
METHYL SALICYLATE (UNII: LAV5U5022Y)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3011KX)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	WHITE	Score	
Shape		Size	
Flavor	MINT (Soothing Mint)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:51009-213-40	1 in 1 CARTON	03/01/2015	
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 NOT FINAL	part356	03/01/2015	

Labeler - Tom's of Maine, Inc. (052764354)

Establishment

Name	Address	ID/FEI	Business Operations
Tom's of Maine, Inc.		829517189	MANUFACTURE(51009-213)