

SENSODYNE TRUE WHITE- potassium nitrate and sodium fluoride paste
Haleon US Holdings LLC

Drug Facts

Active ingredients

Potassium nitrate 5%**

Sodium fluoride 0.25% (0.16% 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

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.

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 1 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:** Consult a dentist or doctor.

Other information

- store below 30°C (86°F)

Inactive ingredients

sorbitol, water, glycerin, hydrated silica, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, sodium methyl cocoyl taurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin

Questions or comments?

Call toll-free **1-866-844-2797**

Principal Display Panel

NDC 0135-0581-01

SENSODYNE®

TRUE

white®

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

MINT

Sensitivity Relief*

Stain Prevention • Stain Removal

CLINICALLY PROVEN INGREDIENT FOR SENSITIVITY RELIEF*

No. 1 DENTIST RECOMMENDED BRAND

FOR SENSITIVE TEETH

NET WT 3.0 OZ (85 g)

Brushing with abrasive toothpaste can wear the sensitive areas of your teeth. Sensodyne® True White® has the lowest abrasion formulation ever in a Sensodyne® toothpaste.

With twice daily brushing it:

- is proven to relieve sensitivity pain
- helps to gently whiten your teeth
- leaves a protective shield to help prevent new stains forming
- freshens breath, fights cavities and helps keep gums healthy

*with twice daily brushing

**maximum FDA sensitivity active ingredient

GSKConsumer Healthcare

Warren, NJ 07059

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ALWAYS FOLLOW THE LABEL

105639XA

NDC 0135-0581-01

SENSODYNE
TRUE
white

NET WT
3.0 OZ (85 g)

TOOTHPASTE FOR SENSITIVE TEETH
AND CAVITY PREVENTION

MINT

Sensitivity Relief*
Stain Prevention • Stain Removal

CLINICALLY PROVEN INGREDIENT FOR SENSITIVITY RELIEF*



Principal Display Panel

NDC 0135-0579-01

SENSODYNE®

TRUE

white®

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

EXTRA FRESH

Sensitivity Relief*

Stain Prevention • Stain Removal

CLINICALLY PROVEN INGREDIENT FOR SENSITIVITY RELIEF*

No. 1 DENTIST RECOMMENDED BRAND

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**maximum FDA sensitivity active ingredient

GSK Consumer Healthcare

Warren, NJ 07059

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ALWAYS FOLLOW THE LABEL

105640XA

NDC 0135-0579-01



NET WT
3.0 OZ (85 g)

TOOTHPASTE FOR SENSITIVE TEETH
AND CAVITY PREVENTION

EXTRA FRESH

Sensitivity Relief*
Stain Prevention • Stain Removal

CLINICALLY PROVEN INGREDIENT FOR SENSITIVITY RELIEF*



SENSODYNE TRUE WHITE

potassium nitrate and sodium fluoride paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:0135-0581
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:Q80VPU4080)	FLUORIDE ION	1.15 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3011KX)	

XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

Product Characteristics			
Color		Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:0135-0581-01	1 in 1 CARTON	12/21/2015	
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:0135-0581-02	1 in 1 CARTON	12/21/2015	
2		23 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	12/21/2015	

SENSODYNE TRUE WHITE

potassium nitrate and sodium fluoride paste

Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:0135-0579
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	1.15 mg in 1 g

Inactive Ingredients	
Ingredient Name	Strength
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WATER (UNII: 059QF0KO0R)
GLYCERIN (UNII: PDC6A3C0OX)
HYDRATED SILICA (UNII: Y6O7T4G8P9)
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)
XANTHAN GUM (UNII: TTV12P4NEE)
SODIUM HYDROXIDE (UNII: 55X04QC32I)
SACCHARIN SODIUM (UNII: SB8ZUX40TY)

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT (extra fresh)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:0135-0579-01	1 in 1 CARTON	12/21/2015	
1		85 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	12/21/2015	

Labeler - Haleon US Holdings LLC (079944263)

Revised: 3/2024

Haleon US Holdings LLC