

**HEB EXTRA WHITENING- fluoride paste, dentifrice
HEB**

5820169 HEB Sensitive Extra Whitening Toothpaste

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

If pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

Stop use and ask a dentist if the problem 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, preferably after each meal or at least twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.
- Do not swallow
- **Children under 12 years of age:** consult a dentist or doctor.

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

Store in a cool dry place. Keep tube capped when not in use.

Questions or Comments? CALL 1-877-777-2748

MADE WITH PRIDE AND CARE FOR H-E-B®

SAN ANTONIO, TX 78204

MADE IN USA

H-E-B®

SENSITIVE MAXIMUM STRENGTH WITH FLUORIDE

Toothpaste for Sensitive Teeth & Cavity Protection

Fresh Mint

EXTRA WHITENING

NET WT. 4 OZ (113 g)

HEB EXTRA WHITENING

fluoride paste, dentifrice

Product Information				
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37808-961	
Route of Administration	DENTAL			
Active Ingredient/Active Moiety				
Ingredient Name	Basis of Strength	Strength		
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.15 g in 100 g		
POTASSIUM NITRATE (UNII: RU45X2JNOZ) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g		
Inactive Ingredients				
Ingredient Name	Strength			
WATER (UNII: 059QF0KO0R)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
SODIUM TRIPOLYPHOSPHATE (UNII: 5HK03SA80J)				
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)				
SORBITOL (UNII: 506T60A25R)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
GLYCERIN (UNII: PDC6A3C0OX)				
XANTHAN GUM (UNII: TTV12P4NEE)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)				
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)				
Product Characteristics				
Color		Score		
Shape		Size		
Flavor	MINT (mint)	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-961-19	1 in 1 CARTON	01/20/2011	
1	NDC:37808-961-12	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 Drug	M022	01/20/2011		

Labeler - HEB (007924756)

Registrant - Lornamead Inc. (080046418)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Inc.		080046418	manufacture(37808-961)