UP AND UP SENSITIVE MAXIMUM STRENGTH WHITENING- potassium nitrate, and sodium fluoride paste
Target Corporation

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.

Up & Up Sensitive Toothpaste Extra Whitening 4 oz (682)

Active ingredients Purpose

Potassium nitrate 5%..... Antihypersensitivity

Sodium fuloride (0.15% w/v fluoride ion)..... Anticavity

Uses

- builds increasing protection against painful sensitivity of the teeth due 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 prompt care by a dentist.
- pain/sensitivity still persists after 4 weeks of use

Keep out of reach of children under 6 years of age. If more than used for brushing is accidently 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 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 of age: consult a dentist or doctor

Other information

- store below 30°C (86°F)
- Lot No. & Exp. Date: see box or see crimp of tube

Inactive ingredients sorbitol, water, hydrated silica, cocamidopropyl betaine, PEG 1500, flavor, cellulose gum, titanium dioxide, sodium saccharin, menthol, tetrasodium pyrophosphate

Distributed by:

Target Corporation

Minneapolis, MN 55403

Made in Korea

UP AND UP SENSITIVE MAXIMUM STRENGTH WHITENING

potassium nitrate, and sodium fluoride paste

Product Information			
Product Type	HUMAN OTC DRUG	**Item Code (Source)**	NDC:11673-682
Route of Administration	ORAL		

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	1.5 mg in 1 g

Inactive Ingredients	
Ingredient Name	**Strength**
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
POLYETHYLENE GLYCOL 1500 (UNII: 1212Z7S33A)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
MENTHOL (UNII: L7T10EIP3A)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11673-682-04	1 in 1 CARTON	12/24/2015	
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	12/24/2015	

Labeler - Target Corporation (006961700)

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