

**UP AND UP SENSITIVE TOOTHPASTE - potassium nitrate and sodium fluoride paste
Team Technologies, 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.

UP AND UP SENSITIVE TOOTHPASTE

Active Ingredients

Potassium nitrate 5%..... Antihypersensitivity
Sodium Fluoride 0.243% (0.15% w/v fluoride ion)....Anticavity toothpaste

USES

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

WARNINGS

When using this product do not use longer than 4 weeks unless recommended by a dentist or doctor. **Stop and ask a dentist** if problems persists or worsens. Sensitive teeth may indicate a serious problem that may require prompt care by a dentist. **Keep out of reach of children.** If you accidentally swallow more than used for brushing seek professional help or contact a Poison Control Center immediately.

Directions

Adults and children 12 years and older Brush teeth for at least one minute, preferably after each meal, or at least twice a day or as directed by your dentist. Be sure to brush sensitive areas.

Children under 12 years of age Consult a dentist or doctor

Other information Store in a cool, dry place.

Inactive ingredients:

Sorbitol, Water, Silica, Sodium Lauryl Sulphate, Flavor, Cellulose Gum, Titanium Dioxide, Sodium Benzoate, Sodium Phosphate, Tetrasodium Pyrophosphate, Sodium Saccharin, BLUE 1, YELLOW 10

Principal Display Panel



sensitive toothpaste



Compare to Sensodyne® Mint*

helps relieve sensitivity
anticavity fluoride
Tender mint



NET WT 4 OZ (113 g)

Questions? Call 1-800-910-6874
049 06 0565 ID390428
Distributed by Target Corporation
Minneapolis, MN 55403
Made in India
EC No.: GUJ/DRUG/1690
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or distributed by GlaxoSmithKline,
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Sensodyne®.

Drug Facts		Drug Facts (continued)	
ACTIVE INGREDIENT	PURPOSE	If you accidentally swallow more than used for brushing, seek professional help or contact a Poison Control Center immediately.	
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USES:	• builds increasing protection against painful sensitivity of teeth due to cold, heat, acids, sweets or contact • aids in the prevention of dental cavities	Children under 12 years of age	Consult a dentist or doctor.
WARNINGS:	When using this product do not use longer than 4 weeks unless recommended by a dentist or doctor. Stop and ask a dentist if problem persists or worsens. Sensitive teeth may indicate a serious problem that may require prompt care by a dentist. Keep out of reach of children.	Other information	Store in a cool, dry place.
INACTIVE INGREDIENTS: Sorbitol, Water, Silica, Sodium Lauryl Sulphate, Flavor, Cellulose Gum, Titanium Dioxide, Sodium Benzoate, Sodium Phosphate, Tetrasodium Pyrophosphate, Sodium Saccharin, Blue 1, Yellow 10.			

Antihypersensitivity, Anticavity toothpaste

KEEP OUT OF REACH OF CHILDREN

UP AND UP SENSITIVE TOOTHPASTE

potassium nitrate and sodium fluoride paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:67659-078
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (POTASSIUM CATION - UNII:295O53K152)	POTASSIUM NITRATE	5 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.43 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	

SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CROSCARMELOSE SODIUM (UNII: M28OL1HH48)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
SODIUM PHOSPHATE (UNII: SE337SVY37)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
D&C YELLOW NO. 10 (UNII: 35SW5USQ3G)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT (Fresh Mint Flavor)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:67659-078-02	1 in 1 CARTON		
1	NDC:67659-078-01	113 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph not final	part356	08/25/2010	

Labeler - Team Technologies, Inc (192339703)