

**HELLO SEE YA SENSITIVITY- potassium nitrate and sodium fluoride paste, dentifrice**  
**Colgate-Palmolive Company**

-----  
**Hello® See Ya Sensitivity**

***Drug Facts***

<b><i>Active ingredients</i></b>	<b><i>Purpose</i></b>
Potassium nitrate 5%	Antisensitivity
Sodium fluoride 0.24% (0.15% w/v fluoride ion)	Anticavity

**Uses**

- builds increasing protection against painful sensitivity of teeth to cold, heat, acids, sweets or contact
- helps protect against cavities

**Warnings**

**When using this product,** if pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

**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 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) or as recommended by a dentist or physician. make sure to brush all sensitive areas of the teeth.
children under 12 years	consult a dentist or a physician.

**Inactive ingredients**

sorbitol, hydrated silica, purified water, xylitol, aloe vera gel, glycerin, flavor, cocos

nucifera (coconut) oil<sup>1</sup>, xanthan gum, titanium dioxide, cocamidopropyl betaine, sodium cocoyl glutamate, stevia rebaudiana leaf extract<sup>1</sup>.

---

1 certified organic

## **Questions?**

855-HI-HELLO (1-855-444-3556)

**Distributed by Hello Products LLC  
Montclair, NJ 07042**

## **PRINCIPAL DISPLAY PANEL - 113 g Tube Box**

seriously  
friendly™

hello®

ADA  
Accepted  
American  
Dental  
Association®

see ya,  
sensitivity

fluoride toothpaste  
for sensitive teeth  
with coconut oil

fresh + fab  
soothing mint flavor

NET WT 4.0 OZ (113 g)



Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-684	
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	1.5 mg in 1 g	
Inactive Ingredients				
Ingredient Name			Strength	
SORBITOL (UNII: 506T60A25R)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
WATER (UNII: 059QF0KO0R)				
XYLITOL (UNII: VCQ006KQ1E)				
ALOE VERA LEAF (UNII: ZY81Z83H0X)				
GLYCERIN (UNII: PDC6A3C0OX)				
COCONUT OIL (UNII: Q9L0O73W7L)				
XANTHAN GUM (UNII: TTV12P4NEE)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)				
SODIUM COCOYL GLUTAMATE (UNII: BMT4RCZ3HG)				
STEVIA REBAUDIUNA LEAF (UNII: 6TC6NN0876)				
Product Characteristics				
Color	WHITE	Score		
Shape		Size		
Flavor	MINT	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-684-10	1 in 1 BOX	07/01/2023	
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 DRUG	M022		07/01/2023	

Revised: 1/2024

Colgate-Palmolive Company