

**SENSITIVE WHITENING WITH BAKING SODA- sodium fluoride paste, dentifrice
Church & Dwight Co., 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.

Sensitive Whitening with Baking Soda

Active ingredients

Potassium nitrate 5.0%

Sodium fluoride 0.243%

Purpose

Antihypersensitivity

Anticavity toothpaste

Use

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

Warnings

When using this product do not use longer than 4 weeks unless recommended by a dentist or physician.

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 under 6 years of age.

If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions do not swallow

adults and children 12 years and older

- apply at least a 1-inch strip of the product onto a soft bristly toothbrush. Brush teeth for at least one minute, preferable 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.

children under 12 years

- consult a dentist or physician

Inactive ingredients sodium bicarbonate (baking soda), water, sorbitol, glycerin, hydrated silica, flavor, sodium saccharin, sodium lauroyl sarcosinate, sodium lauryl sulfate, cellulose gum, titanium dioxide, xanthan gum

Questions or comments? Call 1-800-786-5135 Monday-Friday 9am-5pm ET or visit www.myoralcare.com

Principal Display Panel

ARM AND HAMMER The Standard of Purity

Fluoride Anti-Cavity Toothpaste Frosted Mint Flavor

Sensitive From the Makers of

Orajel

Maximum Relief Without a Prescription

NET WT.

4.5 OZ. (127g) Whitening with Baking Soda

Carton image



SENSITIVE WHITENING WITH BAKING SODA

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:10237-660
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.43 mg in 1 g
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SODIUM BICARBONATE (UNII: 8MDF5V39QO)	
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM LAUROYL SARCO SINATE (UNII: 632GS99618)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
XANTHAN GUM (UNII: TTV12P4NEE)	

Product Characteristics

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

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-660-45	1 in 1 CARTON	05/01/2012	09/30/2019
1		127 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:10237-660-09	1 in 1 CARTON	05/01/2012	09/30/2019
2		25 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	01/29/2012	

Labeler - Church & Dwight Co., Inc. (001211952)

Establishment

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	manufacture(10237-660)

