

UP AND UP SENSITIVE MAXIMUM STRENGTH MINT- 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 Fresh Mint 4 oz (680)

Active ingredients	Purpose
Potassium nitrate 5%.....	Antihypersensitivity
Sodium fluoride (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 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 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 PEG 1500, cocamidopropyl betaine, flavor, cellulose gum, titanium dioxide, sodium saccharin, menthol, tetrasodium pyrophosphate, yellow 5, green 3, blue 1

Distributed by:

Target Corporation

Minneapolis, MN 55403

Made in Korea



UP AND UP SENSITIVE MAXIMUM STRENGTH MINT

potassium nitrate, and sodium fluoride paste

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:11673-680
Route of Administration	ORAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9 Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80 VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
POLYETHYLENE GLYCOL 1500 (UNII: 1212Z7S33A)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3011KX)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

MENTHOL (UNI: L7T10EP3A)

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11673-680-04	1 in 1 PACKAGE	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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