

**EQUATE BEAUTY ENAMEL PROTECTION GENTLE WHITENING FOR SENSITIVE TEETH- potassium nitrate, sodium fluoride paste**  
**Wal-Mart Stores 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.*

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**5820008 Equate Enamel Protection**

***Drug Facts***

***Active ingredients***

Potassium nitrate 5%

Sodium fluoride 0.15% w/v fluoride ion

***Purpose***

Antihypersensitivity

Anticavity

***Uses***

- builds increasing protection against painful sensitivity of the teeth 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 physician.

**See your 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 one minute, preferably 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.
- Do not swallow
- **Children under 12 years of age:** consult a dentist or physician.

**Other information** Store in a cool, dry place • Keep tube capped when not in use.

**Inactive ingredients** water, hydrated silica, sorbitol, glycerin, PEG-8, cocamidopropyl betaine, flavor, titanium dioxide, xanthan gum, sodium saccharin, sodium hydroxide

Satisfaction guaranteed - Or we'll replace it or give you your money back. For questions or comments please call 1-888-287-1915.

**DISTRIBUTED BY:**

**Walmart Inc.**

**Bentonville, AR 72716**

†Guards your teeth against sensitivity and the effects of acid wear through normal brushing.

equate

**ENAMEL PROTECTION** GREEN MINT FLAVOR

GENTLE WHITENING FOR SENSITIVE TEETH

DAILY ANTI-CAVITY TOOTHPASTE WITH FLUORIDE

Helps harden tooth enamel with acid protection formula †

**NET WT 4.0 OZ (113g)**

**equate™**

Compare to Sensodyne®  
ProNamel® Alpine Breeze®  
active ingredients\*

## ENAMEL PROTECTION

GREEN MINT FLAVOR

GENTLE WHITENING FOR SENSITIVE TEETH

DAILY ANTI-CAVITY TOOTHPASTE WITH FLUORIDE

Helps harden tooth enamel with acid protection formula†

NDC 49035-861-89

**NET WT**  
**4 OZ (113g)**

NDC 49035-861-89

**equate™**

Compare to Sensodyne®  
ProNamel® Alpine Breeze®  
active ingredients\*

## ENAMEL PROTECTION

GREEN MINT FLAVOR

GENTLE WHITENING FOR SENSITIVE TEETH

DAILY ANTI-CAVITY TOOTHPASTE WITH FLUORIDE

Helps harden tooth enamel with acid protection formula†

**NET WT**  
**4 OZ (113g)**

**Enamel Protection Daily Anti-Cavity Toothpaste with Fluoride works gently to whiten teeth, prevent cavities, freshen breath, and guard against and reduce sensitivity caused by temperature, acidic food, and sugar.**

### Drug Facts

#### Active Ingredients

Potassium nitrate 5%  
Sodium fluoride 0.15% with fluoride ion

#### Purpose

Antihypersensitivity  
Anticavity

#### Uses

• Builds increasing protection against painful sensitivity of the tooth to cold, heat, acids, sweets or abrasion - also in the prevention of dental caries

#### Warnings

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

### Drug Facts (continued)

#### Directions

Adults and children 12 years of age and older: Apply at least a 1-inch strip of the product onto a wet, bristle toothbrush. • Brush teeth thoroughly for at least one minute, preferably 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. • Do not swallow. • Discontinue after 12 years of age: consult a dentist or physician.

**Other Information:** Store in a cool, dry place. • Keep tube capped when not in use.

**Inactive Ingredients:** water, hydrated silica, sorbitol, glycerin, PEG-8, cocamidopropyl betaine, zinc, titanium dioxide, sorbitol gum, sodium saccharin, sodium hydroxide

Satisfaction guaranteed - Or we'll replace it or give you your money back. For questions or comments please call 1-800-282-7878.

DISTRIBUTED BY:  
Wm. S. Heinemann, Inc.  
Baltimore, MD 21206

\*This product is not recommended or distributed by GlaxoSmithKline, owner of the registered trademark Sensodyne ProNamel Alpine Breeze.

†Based on your teeth against sensitivity and the effects of acid wear through raised brushing.



## EQUATE BEAUTY ENAMEL PROTECTION GENTLE WHITENING FOR SENSITIVE TEETH

potassium nitrate, sodium fluoride paste

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:49035-861
Route of Administration	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	5 g in 100 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	0.24 g in 100 g

Inactive Ingredients				
Ingredient Name				Strength
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
SORBITOL (UNII: 506T60A25R)				
GLYCERIN (UNII: PDC6A3C0OX)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
XANTHAN GUM (UNII: TTV12P4NEE)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
WATER (UNII: 059QF0KO0R)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)				
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)				

  

Product Characteristics			
Color		Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

  

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:49035-861-89	1 in 1 BOX	11/02/2018	
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	11/02/2018	

**Labeler -** Wal-Mart Stores Inc (051957769)

**Registrant -** Lornamead (080046418)

Establishment			
Name	Address	ID/FEI	Business Operations
Lornamead Inc.		080046418	manufacture(49035-861)