

## SMART SENSE MAXIMUM STRENGTH- fluoride paste, dentifrice

Kmart 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.*

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### Drug Facts

#### Active ingredients / Purpose

Potassium nitrate 5%.....Antihypersensitivity

Sodium fluoride 0.24% (0.15% w/v fluoride ion).....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

**When using this product** do not use longer than 4 weeks unless recommended by a dentist or physician. **See your dentist if** the problem 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

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.

Apply at least a 1-inch strip of the product onto a soft bristle toothbrush. **Children under 12 years of age:** consult a dentist or a doctor.

#### Other Information

*Store in a cool dry place. Keep tube capped when not in use.*

#### Inactive ingredients

cocamidopropyl betaine, flavor, glycerin, hydrated silica, PEG-8, sodium hydroxide, sodium methyl cocoyl taurate, sodium saccharin, sodium tripolyphosphate, sorbitol, titanium dioxide, water, xanthan gum

mm1.jpg



mm2.jpg

**\*Compare to Sensodyne\***

**Smart sense**™

Maximum Strength Fluoride Toothpaste

**SENSITIVE EXTRA WHITENING**

Fresh-Mint

For Sensitive Teeth and Cavity Protection

NET WT 4.0 OZ (113g)

Made in USA  
Distributed by: Kmart Corporation  
Hoffman Estates, IL 60179  
Shop kmart.com

<b>Drug Facts</b>	<b>Purpose</b> Phenolium nitrate 5%, Antiperspirability Sodium fluoride 0.24%, Antibacterial (0.15% w/v Mouth Care)
<b>Uses</b>	• Provides increasing protection against painful sensitivity of teeth to cold, heat, acids, sweets or toothpaste • Aids in the prevention of dental caries
<b>Warnings</b>	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.
<b>Directions</b>	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. • Children under 12 years of age: consult a dentist or physician.
<b>Store in a cool dry place. Keep tube capped when not in use.</b>	

This product is not manufactured or distributed by GlaxoSmithKline, owners of the trademark Sensodyne®

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## SMART SENSE MAXIMUM STRENGTH

fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:49738-617
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	0.24 g in 100 g
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	NITRATE ION	5.0 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

<b>SODIUM TRIPOLYPHOSPHATE</b> (UNII: 5HK03SA80J)	
<b>POLYETHYLENE GLYCOL 400</b> (UNII: B697894SGQ)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>SODIUM METHYL COCOYL TAURATE</b> (UNII: JVL98CG53G)	

### Product Characteristics

<b>Color</b>		<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT (mint)	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:49738-617-69	1 in 1 CARTON		
1	NDC:49738-617-62	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	01/20/2011	

**Labeler** - Kmart Corporation (008965873)

**Registrant** - Lornamead (126440440)

### Establishment

Name	Address	ID/FEI	Business Operations
Lornamead		126440440	manufacture(49738-617) , pack(49738-617)