

**SENSODYNE NATURAL WHITE- potassium nitrate and sodium fluoride paste**  
**Haleon US Holdings LLC**

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**Drug Facts**

***Active ingredients***

Potassium nitrate 5%

Sodium fluoride 0.25% (0.15% w/v fluoride ion)

***Purposes***

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***

**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.
- pain/sensitivity still persists after 4 weeks of use.

**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), 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:** Consult a dentist or doctor.

***Other information***

- do not store above 25°C (77°F)

## ***Inactive ingredients***

water, sorbitol, hydrated silica, glycerin, charcoal powder, flavor, cocamidopropyl betaine, xanthan gum, sodium saccharin, sodium hydroxide, sucralose

## ***Questions or comments?***

**1-866-844-2797**

## **Additional Information**

### **ALWAYS FOLLOW THE LABEL**

#### **What are sensitive teeth?**

Lots of people have sensitive teeth. When enamel is worn away (through eating everyday acidic food or drinks) or gums recede, the dentin underneath becomes exposed. This can lead to tooth sensitivity, for example, with cold and hot food and drinks.

#### **What does Sensodyne do?**

Sensodyne provides daily care for sensitive teeth\* plus all the benefits you would expect from a daily fluoride toothpaste - strong teeth and freshness.

The active ingredient in Sensodyne is clinically proven to deliver 24/7 sensitivity protection\*

Also contains:

Coconut derived charcoal to help restore teeth to their natural whiteness

Use Sensodyne Natural White twice daily:

- Long-lasting sensitivity protection\*
- Contains fluoride to protect against cavities
- Helps remove stains for whiter teeth
- Freshens breath

\*with twice daily brushing

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Warren, NJ 07059

## **Principal Display Panel**

**NDC 0135-5028-01**

**new**

#1 DENTIST RECOMMENDED BRAND

## SENSODYNE

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

24/7 Sensitivity Protection\* + Strong & Healthy Teeth

### Natural White

with coconut derived charcoal

NET WT 4.0 OZ (113 g)

1001361 Carton Front



## SENSODYNE NATURAL WHITE

potassium nitrate and sodium fluoride paste

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:0135-5028
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.15 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>ACTIVATED CHARCOAL</b> (UNII: 2P3VWUJ3H10)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3011KX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	

**SACCHARIN SODIUM** (UNII: SB8ZUX40TY)

**SODIUM HYDROXIDE** (UNII: 55X04QC32I)

**SUCRALOSE** (UNII: 96K6UQ3ZD4)

### Product Characteristics

<b>Color</b>	black	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:0135-5028-01	1 in 1 CARTON	01/24/2022	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:0135-5028-02	1 in 1 CARTON	01/24/2022	
2		77 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	01/24/2022	

**Labeler** - Haleon US Holdings LLC (079944263)

Revised: 3/2024

Haleon US Holdings LLC