

**SENSITIVE TEETH AND GUMS- potassium nitrate, 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.*

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**Arm and Hammer Sensitive Teeth and Gums**

**Active ingredients**

Potassium nitrate 5.0%

Sodium fluoride 0.24%

**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](http://www.myoralcare.com)

## Principal Display Panel

ARM AND HAMMER The Standard of Purity

Refreshing Mint Naturally Powered By Baking Soda Fluoride Anticavity Toothpaste for Sensitive Teeth

Sensitive Teeth and Gums

NET WT.

4.5 OZ. (127g) Gentle Whitening Strengthens Enamel Low Abrasion From the Maker of Orajel

**ARM & HAMMER**  
THE STANDARD OF PURITY

Refreshing Mint **NATURALLY POWERED BY BAKING SODA** Fluoride Anticavity Toothpaste for Sensitive Teeth

# Sensitive TEETH & GUMS

NET WT 4.5 OZ. (127g)

GENTLE WHITENING STRENGTHENS ENAMEL LOW ABRASION

From the Maker of **Orajel**

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Refreshing Mint **NATURALLY POWERED BY BAKING SODA** Fluoride Anticavity Toothpaste for Sensitive Teeth

# Sensitive TEETH & GUMS

NET WT 4.5 OZ. (127g)

GENTLE WHITENING STRENGTHENS ENAMEL LOW ABRASION

From the Maker of **Orajel**

**BAKING SODA NEUTRALIZES ACID for HEALTHIER TEETH & GUMS**

Your teeth and gums thrive in a neutral, non-acidic environment. The proven power of baking soda in all ARM & HAMMER™ toothpastes actively neutralizes acid, helping create the optimal environment for strong teeth and gums.

Neutralizes Plaque Acid

Results You Can Feel Working

**Drug Facts**

**Active ingredients** Purpose  
Potassium nitrate 5.0% Antihypersensitivity  
Sodium fluoride 0.24% Anticavity toothpaste

**Uses** - 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.

**Drug Facts (continued)**

**Warnings (continued)**  
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** - do not swallow  
adults and children 12 years and over apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth 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 consult a dentist or physician

**Inactive ingredients** sodium bicarbonate (baking soda), water, sorbitol, glycerin, tetrasodium pyrophosphate, hydrated silica, flavor, sodium saccharin, sodium lauryl sarcosinate, sodium lauryl sulfate, cellulosic gum, xanthan gum, titanium dioxide

**Questions or comments?** Call 1-800-786-5135 Mon.-Fri. 9am-5pm ET or visit [www.myoralcare.com](http://www.myoralcare.com)

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Church & Dwight Co., Inc., Ewing, NJ 08628 U.S.A. Made in the USA with U.S. and foreign materials. A.O.J.C. 1996-08 72913493

## SENSITIVE TEETH AND GUMS

potassium nitrate, sodium fluoride paste, dentifrice

## Product Information

|                                |                |                           |               |
|--------------------------------|----------------|---------------------------|---------------|
| <b>Product Type</b>            | HUMAN OTC DRUG | <b>Item Code (Source)</b> | NDC:10237-669 |
| <b>Route of Administration</b> | DENTAL         |                           |               |

### Active Ingredient/Active Moiety

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

### Inactive Ingredients

| Ingredient Name  | Strength |
|--|----------|
| <b>SODIUM BICARBONATE</b> (UNII: 8MDF5V39QO)                         |          |
| <b>WATER</b> (UNII: 059QF0KO0R)                                      |          |
| <b>SORBITOL</b> (UNII: 506T60A25R)                                   |          |
| <b>GLYCERIN</b> (UNII: PDC6A3C0OX)                                   |          |
| <b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)                            |          |
| <b>SACCHARIN</b> (UNII: FST467XS7D)                                  |          |
| <b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)                      |          |
| <b>SODIUM LAUROYL SARCOSINATE</b> (UNII: 632GS99618)                 |          |
| <b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311) |          |
| <b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)                           |          |
| <b>XANTHAN GUM</b> (UNII: TTV12P4NEE)                                |          |
| <b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)                       |          |

### Product Characteristics

|                 |                        |                     |  |
|-----------------|------------------------|---------------------|--|
| <b>Color</b>    | white                  | <b>Score</b>        |  |
| <b>Shape</b>    |                        | <b>Size</b>         |  |
| <b>Flavor</b>   | MINT (Refreshing Mint) | <b>Imprint Code</b> |  |
| <b>Contains</b> |                        |                     |  |

### Packaging

| # | Item Code        | Package Description                                | Marketing Start Date | Marketing End Date |
|---|------------------|--|----------------------|--------------------|
| 1 | NDC:10237-669-45 | 1 in 1 CARTON                                      | 10/16/2017           |                    |
| 1 |                  | 127 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                                  | 10/16/2017           |                    |

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

## Establishment

| Name                      | Address | ID/FEI    | Business Operations    |
|---------------------------|---------|-----------|------------------------|
| Church & Dwight Co., Inc. |         | 043690812 | manufacture(10237-669) |

Revised: 1/2023

Church & Dwight Co., Inc.