

**SENSODYNE ADVANCED WHITENING- potassium nitrate paste**  
**GlaxoSmithKline Consumer Healthcare Holdings (US) LLC**

*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.*

-----

**Drug Facts**

***Active ingredient***

Potassium nitrate 5%\*\*

Sodium fluoride 0.25% (0.16% 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 of age:** Consult a dentist or doctor.

***Other information***

- Do not store above 30° C (86 °F)

### ***Inactive ingredients (Advanced Whitening)***

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

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

**1-866-844-2797**

### **Principal Display Panel**

**NDC 0135-0479-01**

**SENSODYNE Advanced Whitening**

**Maximum Strength\*\* with Fluoride**

\*\*maximum FDA sensitivity active ingredient

**TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION**

NET WT 6.5 OZ (184 g)

9 OUT OF 10 DENTISTS' RECOMMENDED BRAND

#1 Dentist Recommended Brand for Sensitive Teeth

Dentists have been recommending **Sensodyne** for many years. **Sensodyne** Advanced Whitening is a fluoride toothpaste. It can be used everyday and provides daily care for sensitive teeth.

**Sensodyne** is specially formulated to relieve tooth sensitivity. When enamel is worn away or gums recede, the dentin underneath becomes exposed. This can lead to tooth sensitivity pain, for example, with hot and cold food and drinks.

24/7 SENSITIVITY PROTECTION\*

24 hr protection\*

**BEFORE:** Sensitivity starts with exposed dentin. Sensitive teeth need special care.

**AFTER:** Sensodyne Advanced Whitening works inside the tooth to help calm the nerves for 24 hr sensitivity protection.\*

\*with twice daily brushing

### **ADVANCED WHITENING**

Use **Sensodyne** Advanced Whitening twice daily:

- Long lasting sensitivity protection
- Helps bring back the natural whiteness of your teeth
- Helps to remove stains for whiter teeth
- Provides the benefits of a regular toothpaste

This product contains no sugar.

### **ALWAYS FOLLOW THE LABEL**

Trademarks are owned by or licensed to the GSK group of companies.

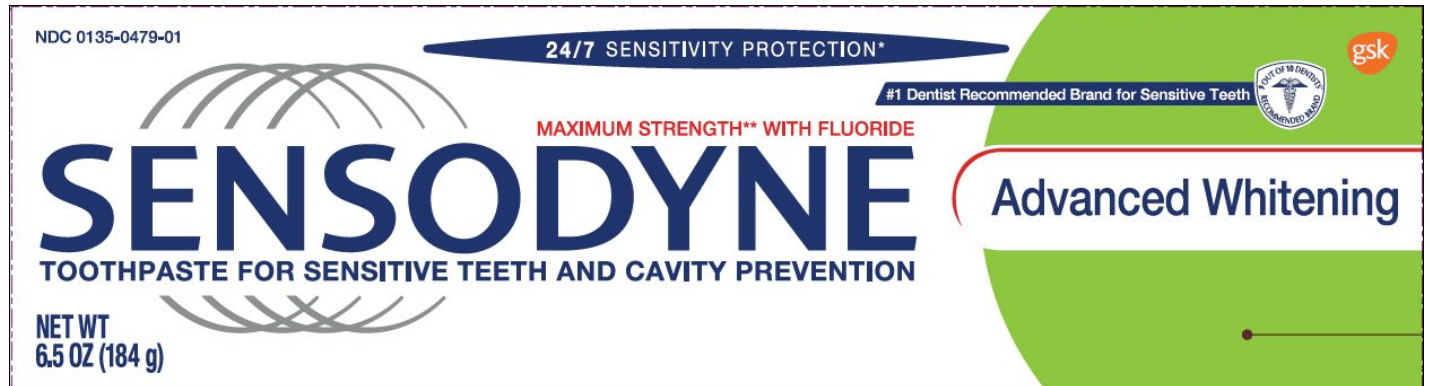
©2020 GSK group of companies or its licensor.

Distributed by:

**GSK Consumer Healthcare**

Warren, NJ 07059

62000000050449



NDC 0135-0479-01

24/7 SENSITIVITY PROTECTION\*

#1 Dentist Recommended Brand for Sensitive Teeth

MAXIMUM STRENGTH\*\* WITH FLUORIDE

**SENSODYNE**

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

NET WT  
6.5 OZ (184 g)

Advanced Whitening

gsk

AMERICAN DENTIST ASSOCIATION

## SENSODYNE ADVANCED WHITENING

potassium nitrate paste

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:0135-0479
Route of Administration	ORAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.15 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
ALUMINUM OXIDE (UNII: LM26O6933)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	

### Product Characteristics

<b>Color</b>	WHITE	<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:0135-0479-01	1 in 1 CARTON	10/16/2020	
1		184 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	10/16/2020	

**Labeler** - GlaxoSmithKline Consumer Healthcare Holdings (US) LLC (079944263)

Revised: 9/2019

GlaxoSmithKline Consumer Healthcare Holdings (US) LLC