

HEB EXTRA WHITENING- fluoride paste, dentifrice
HEB

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 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

Drug Facts

Active Ingredients Purpose
 Potassium nitrate 5%.....Antihypersensitivity
 Sodium fluoride 0.24%.....Anticavity
 (0.15% w/v fluoride ion)

Uses • builds increasing protection against painful sensitivity of the teeth • aids in the prevention of dental cavities

Warnings
 If pain/sensitivity still persists after 4 weeks of use, please visit your dentist. • Stop use and ask a 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
 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 doctor.

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


Questions or Comments?
 CALL 1-877-777-2743

MADE WITH PRIDE AND CARE FOR
 H-E-B, SAN ANTONIO, TX 78204
 MADE IN USA

GUARANTEE
 We believe the high quality of this H-E-B product makes it an outstanding value. We hope you'll agree. If not, we'll cheerfully refund your money. Thanks for shopping with us.

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

1821189R1



SENSITIVE

MAXIMUM STRENGTH WITH FLUORIDE

TOOTH PASTE FOR SENSITIVE TEETH & CAVITY PREVENTION

EXTRA WHITENING

Relieves Painful Sensitivity

NET WT. 4 OZ (113g)

Same Active Ingredients as Sensodyne®

Fresh Mint

fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37808-961
Route of Administration	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)	POTASSIUM NITRATE	5.0 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM TRIPOLYPHOSPHATE (UNII: 5HK03SA80J)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
SORBITOL (UNII: 506T60A25R)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
GLYCERIN (UNII: PDC6A3C0OX)	
XANTHAN GUM (UNII: TTV12P4NEE)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT (mint)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-961-19	1 in 1 CARTON		
1	NDC:37808-961-12	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 - HEB (007924756)

Registrant - Lornamead (126440440)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead		126440440	manufacture(37808-961) , pack(37808-961)

Revised: 11/2012

HEB