

**MEIJER SENSITIVE EXTRA WHITENING- potassium nitrate, sodium fluoride paste, dentifrice**  
**Meijer, 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.*

-----  
**meijer® Sensitive Toothpaste**

**Drug Facts**

**Active ingredients**

Potassium Nitrate 5%  
Sodium Fluoride 0.24% (0.15% w/v fluoride ion)

**Purpose**

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 under 12 years of age.** If more than amount used for brushing is accidentally swallowed, seek medical help or contact a Poison Control Center immediately.

**Directions**

• **Adults and children 12 years & 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) as recommended by a dentist or physician. 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**

Store at room temperature 68-77°F (20-25°C)

## **Inactive ingredients**

Sorbitol, Hydrated Silica, Treated Water, PEG-32, Sodium Lauryl Sulfate, Glycerin, Flavor, Cellulose Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, Benzyl Alcohol, Sodium Benzoate, Trisodium Phosphate, Sodium Saccharin, Sodium Hydroxide

## **Questions or comments?**

Call toll free 1-877-274-8358

## **MAXIMUM STRENGTH WITH FLUORIDE**

COMPARE TO SENSODYNE® EXTRA WHITENING ACTIVE INGREDIENTS\*

## **FOR SENSITIVE TEETH AND CAVITY PROTECTION RELIEVES PAINFUL SENSITIVITY**

**Brushing twice a day helps build a protective coating against painful sensitivity.**

- Reduces painful sensitivity
- Cavity protection formula
- Freshens breath
- Helps remove stains for a whiter smile

**DIST. BY MEIJER DISTRIBUTION, INC.  
GRAND RAPIDS, MI 49544  
[www.meijer.com](http://www.meijer.com)**

**OUR QUALITY GUARANTEE  
[www.meijer.com/satisfaction](http://www.meijer.com/satisfaction)**

**C. No. DNH/COS/DNH/52 • 1223049071**

**MADE IN INDIA**

\*This product is not manufactured or distributed by GSK Consumer Healthcare, Inc. owner of the registered trademark Sensodyne®.

## **Packaging**

### **INNER TUBE LABEL**

The image shows a rectangular label with a white background and a blue border. On the left, the Meijer logo is displayed in red and blue. To its right, the text 'MAXIMUM STRENGTH WITH FLUORIDE' is written in blue, followed by 'Sensitive Toothpaste' in a larger, bold blue font. On the right side of the label, there is a blue vertical bar containing the text 'NDC 79481-0038-1' at the top, and a white rounded rectangle containing the text 'COMPARE TO SENSODYNE® EXTRA WHITENING ACTIVE INGREDIENTS\*' in blue. At the bottom right of the label, the text 'EXTRA WHITENING' is visible in blue.

FOR SENSITIVE TEETH AND CAVITY PROTECTION  
RELIEVES PAINFUL SENSITIVITY

NET WT 4 OZ (113 g)

EXTRA WHITENING

DIST. BY MEIJER DISTRIBUTION, INC.  
GRAND RAPIDS, MI 49544  
www.meijer.com

PID # 327396 MADE IN INDIA • C. No. DNH/COS/DNH/52 • 1222102811  
\*This product is not manufactured or distributed by GSK Consumer Healthcare, Inc. owner of the registered trademark Sensodyne®.



**Drug Facts**

**Active ingredients**

Potassium Nitrate 5%..... Antihypersensitivity  
Sodium Fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity

**Purpose**

**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 under 12 years of age.** If more than amount used for brushing is accidentally swallowed, seek medical help or contact a Poison Control Center immediately. ▶

**Drug Facts (continued)**

**Directions** • **Adults and children 12 years & 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) as recommended by a dentist or physician. 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** Store at room temperature 68-77°F (20-25°C)

**Inactive ingredients** Sorbitol, Hydrated Silica, Treated Water, PEG-32, Sodium Lauryl Sulfate, Glycerin, Flavor, Cellulose Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, Benzyl Alcohol, Sodium Benzoate, Trisodium Phosphate, Sodium Saccharin, Sodium Hydroxide

**Questions or comments?** Call toll free 1-877-274-8358

**OUTER BOX LABEL**



MAXIMUM STRENGTH WITH FLUORIDE  
**Sensitive Toothpaste**


FOR SENSITIVE TEETH AND CAVITY PROTECTION  
RELIEVES PAINFUL SENSITIVITY

NET WT 4 OZ (113 g)

NDC 79481-0038-1

COMPARE TO SENSODYNE®  
EXTRA WHITENING  
ACTIVE INGREDIENTS\*

**EXTRA WHITENING**



MAXIMUM STRENGTH WITH FLUORIDE  
**Sensitive Toothpaste**

FOR SENSITIVE TEETH AND CAVITY PROTECTION  
RELIEVES PAINFUL SENSITIVITY

NET WT 4 OZ (113 g)

NDC 79481-0038-1

COMPARE TO SENSODYNE®  
EXTRA WHITENING  
ACTIVE INGREDIENTS\*

**EXTRA WHITENING**

Brushing twice a day helps build a protective coating against painful sensitivity.

- Reduces painful sensitivity
- Cavity protection formula
- Freshens breath
- Helps remove stains for a whiter smile

DIST. BY MEIJER DISTRIBUTION, INC.  
GRAND RAPIDS, MI 49544  
www.meijer.com



www.meijer.com/satisfaction

C. No. DNH/COS/DNH/52 • 1223049071  
MADE IN INDIA



how2recycle.info

PID # 327396



7 60236 43359 0

\*This product is not manufactured or distributed by GSK Consumer Healthcare, Inc. owner of the registered trademark Sensodyne®.

used for brushing is accidentally swallowed, see medical help or contact a Poison Control Center immediately.

Trisodium Phosphate, Sodium Saccharin, Sodium Hydroxide

Questions or comments? Call toll free 1-877-274-8358

<p><b>Drug Facts</b></p> <p><b>Active ingredients</b> Potassium Nitrate 5% Sodium Fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity</p> <p><b>Purpose</b> Antihypersensitivity</p> <p><b>Directions</b> • Adults and children 12 years &amp; 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) as recommended by a dentist or physician. 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.</p> <p><b>Other information</b> Store at room temperature 68-77°F (20-25°C)</p> <p><b>Inactive ingredients</b> Sorbitol, Hydrated Silica, Treated Water, PEG-32, Sodium Lauryl Sulfate, Glycerin, Flavor, Cellulose Gum, Tetrasodium Pyrophosphate, Titanium Dioxide, Benzyl Alcohol, Sodium Benzoate.</p>	<p><b>Warnings</b> 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</p> <p>• Keep out of reach of children under 12 years of age. If more than amount</p>
--	---

# MEIJER SENSITIVE EXTRA WHITENING

potassium nitrate, sodium fluoride paste, dentifrice

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:79481-0038
<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	5 g in 100 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	SODIUM FLUORIDE	0.24 g in 100 g

## Inactive Ingredients

Ingredient Name	Strength
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>POLYETHYLENE GLYCOL 1600</b> (UNII: 1212Z7S33A)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>BENZYL ALCOHOL</b> (UNII: LKG8494WBH)	
<b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZ03QZ)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	

## Product Characteristics

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

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:79481-0038-1	1 in 1 BOX	09/21/2023	
1		113 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 final	M022	09/21/2023	

**Labeler** - Meijer, Inc. (006959555)

Revised: 9/2023

Meijer, Inc.