

**UP AND UP SENSITIVE TOOTHPASTE ENAMEL STRENGTHENING FORMULA -  
potassium nitrate and sodium fluoride paste  
Team Technologies, 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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**UP and Up Sensitive Toothpaste Enamel Strengthening formula**

**Active Ingredients**

Potassium nitrate 5% .....Antihypersensitivity  
Sodium Fluoride 0.15% w/v fluoride ion..... Anticavity

**USES**

- builds increasing protection against painful sensitivity of teeth due to cold, heat, acids, sweets or contact
- 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 persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist. **Keep out of reach of children.** If you accidentally swallow more than used for brushing, seek professional help or contact a Poison Control Center immediately.

**Directions**

**Adults and children 12 years and older** Brush teeth thoroughly at least 1 minute after each meal or at least twice a day or as directed by your dentist. Be sure to brush sensitive areas of the teeth.

**Children under 12 years of age** Consult a dentist or doctor

**Other information** Store in a cool, dry place.

**Inactive ingredients:**

Sorbitol, Water, Silica, Glycerin, PEG-6, COCAMIDOPROPYL BETAINE, Xanthan Gum, Flavor, Sodium Saccharin, Titanium Dioxide, Sodium Hydroxide.

**Principal Display Panel**



**sensitive toothpaste**  
enamel strengthening  
formula



Compare to Sensodyne®  
ProNamel™\*\*

helps harden tooth enamel  
helps relieve sensitivity  
acid protection formula  
*Mighty Ivories*



NET WT 4 OZ (113 g)

Questions? Call 1-800-910-6874  
049 06 0563 ID390428  
Distributed by Target Corporation  
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**Made in India**  
**EC No.: GUJ/DRUG/1690**  
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Drug Facts		Drug Facts (continued)	
<b>ACTIVE INGREDIENTS</b>	<b>PURPOSE</b>	If you accidentally swallow more than used for brushing, seek professional help or contact a Poison Control Center immediately.	
Potassium nitrate 5% .....	Antihypersensitivity	<b>DIRECTIONS</b>	
Sodium fluoride 0.15% w/w fluoride ion .....	Anticavity	<b>Adults and children 12 years and older</b>	Brush teeth thoroughly at least 1 minute after each meal or at least twice a day or as directed by your dentist. Be sure to brush sensitive areas of the teeth.
<b>USES:</b> • builds increasing protection against painful sensitivity of teeth due to cold, heat, acids, sweets or contact • aids in the prevention of dental cavities		<b>Children under 12 years of age</b>	Consult a dentist or doctor.
<b>WARNINGS:</b> If pain/sensitivity still persists after 4 weeks of use, please visit your dentist. 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. <b>Keep out of reach of children.</b>		<b>Other information</b>	Store in a cool, dry place.
<b>INACTIVE INGREDIENTS:</b> Sorbitol, Water, Silica, Glycerin, PEG-6, Coco Betaine, Xanthan Gum, Flavor, Sodium Saccharin, Titanium Dioxide, Sodium Hydroxide.			

Antihypersensitivity, Anticavity

KEEP OUT OF REACH OF CHILDREN

## UP AND UP SENSITIVE TOOTHPASTE ENAMEL STRENGTHENING FORMULA

potassium nitrate and sodium fluoride paste

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:67659-080
Route of Administration	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (POTASSIUM CATION - UNII:295O53K152)	POTASSIUM NITRATE	5 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength

<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SILICON DIOXIDE</b> (UNII: ETJ7Z6XBU4)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>POLYETHYLENE GLYCOL 300</b> (UNII: 5655G9Y8AQ)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	

**Product Characteristics**

<b>Color</b>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT (refreshing mint flavor)	<b>Imprint Code</b>	
<b>Contains</b>			

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:67659-080-02	1 in 1 CARTON		
1	NDC:67659-080-01	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	08/25/2010	

**Labeler** - Team Technologies, Inc (192339703)