| Drug Facts | Drug Facts (continued) |
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| Active ingredients Purposes Potassium nitrate 5% | 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 |
| Uses • builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact. • aids in the prevention of dental cavities. | 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. |
| Warnings | Other information • do not store above 30°C (86°F) |
| 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. | Inactive ingredients water, sorbitol, hydrated silica, glycerin, flavor, cocamidopropyl betaine, xanthan gum, titanium dioxide, sodium saccharin, sodium hydroxide, sucralose, yellow 10, blue 1 |
| pain/sensitivity still persists after 4 weeks of use. | Questions or comments? 1-866-844-2797 |
| 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. | ALWAYS FOLLOW THE LABEL |