Drug Facts

Active ingredient — **Purposes**

Stannous fluoride 0.454% (0.15% w/v fluoride ion)..... Anticavity, Antigingivitis, Antihypersensitivity

Uses

- aids in the prevention of dental cavities.
- helps control bleeding gums.
- helps interfere with harmful effects of plaque associated with gingivitis.
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact.

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.
- gingivitis, bleeding, or redness persists for more than 2 weeks.
- you have painful or swollen gums, pus from the gum line, loose teeth, or increasing spacing between the teeth. These may be signs or symptoms of periodontitis, a serious form of gum disease.

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. ▶

Drug Facts (continued)

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), or as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth. Minimize swallowing.
- **children under 12 years of age:** Consult a dentist or doctor.

Other information

- products containing stannous fluoride may produce surface staining of the teeth. Adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.
- this product is specially formulated to help prevent staining.
- do not store above 30°C (86°F)

Inactive ingredients glycerin, PEG-8, hydrated silica, pentasodium triphosphate, flavor, sodium lauryl sulfate, titanium dioxide, polyacrylic acid, cocamidopropyl betaine, sodium saccharin

Questions or comments? 1-866-844-2797

ALWAYS FOLLOW THE LABEL

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#1 DENTIST RECOMMENDED BRAND

SENSODYNE

FLUORIDE TOOTHPASTE FOR SENSITIVE TEETH, ANTIGINGIVITIS AND CAVITY PREVENTION

HALEON

SENSITIVITY & GUM

IMPROVES GUM HEALTH**

CLEAN & FRESH



ADVANCED* DUAL ACTION

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NET WT 3.4 OZ (96.4 g)

†Recycling facilities for this product only available in some communities.

CARTON RECYCLE

TUBE† CHECK LOCALLY

CAP† CHECK LOCALLY

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SENSODYNE Sensitivity & GUM

Tooth sensitivity & gum problems?

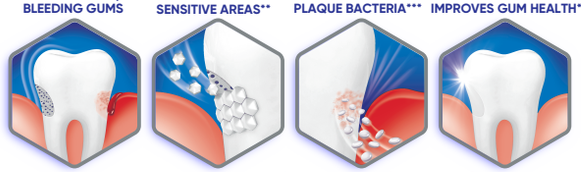
Many people with sensitive teeth also have gum problems. Tooth sensitivity can occur when exposed dentin comes into contact with cold, hot, sweet and sour. Early gum problems are caused by a build-up of plaque bacteria, which can lead to redness, swelling, and bleeding.

SENSITIVE AREAS AND SWOLLEN, BLEEDING GUMS

BUILDS A PROTECTIVE LAYER OVER SENSITIVE AREAS**

TARGETS AND HELPS REMOVE PLAQUE BACTERIA***

RELIEVES TOOTH SENSITIVITY AND IMPROVES GUM HEALTH**



Dual Action for TOOTH SENSITIVITY & GUM PROBLEMS

Why use Sensodyne Sensitivity & Gum?

Sensodyne Sensitivity & Gum contains a clinically proven ingredient to relieve tooth sensitivity and improve gum health. It builds a protective layer over sensitive areas, effectively relieving tooth sensitivity. It targets and removes plaque bacteria associated with gingivitis, to help reduce swollen, bleeding gums. You can deal with both these concerning problems with one specialist toothpaste. Sensodyne Sensitivity & Gum is a daily fluoride toothpaste.

*vs Sensodyne Fresh & Clean
**with twice daily brushing
***associated with gingivitis

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