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 ▶

Drug Facts (continued)

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 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 25°C (77°F)

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

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 & ENAMEL

MINT



ADVANCED* TRIPLE ACTION

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MINT



NET WT 3.4 OZ (96.4 g)

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

CARTON RECYCLE

TUBE† CHECK LOCALLY

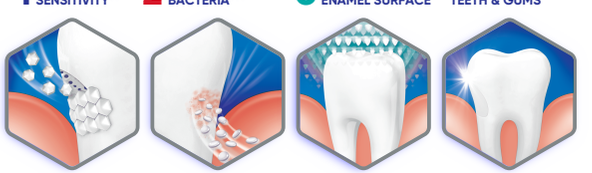
CAP† CHECK LOCALLY

SENSODYNE Sensitivity GUM & ENAMEL

Tooth sensitivity, gum & enamel wear problems?

Gum recession and enamel wear are the two leading causes of sensitive teeth. Gum problems are caused by a build-up of plaque bacteria along the gum line. Enamel wear can be caused by acids in everyday foods and drinks.

1 RELIEVES SENSITIVITY** 2 REMOVES PLAQUE BACTERIA*** 3 STRENGTHENS ENAMEL SURFACE FOR STRONG, HEALTHY TEETH & GUMS



Daily TRIPLE ACTION for SENSITIVITY, GUM PROTECTION & ENAMEL STRENGTH

Sensodyne Sensitivity, Gum & Enamel is a daily toothpaste with a clinically proven ingredient to relieve sensitive teeth and improve gum health, while also strengthening the enamel.

1. Builds a protective layer over the sensitive areas of teeth.
2. Formula with stannous fluoride targets & removes plaque bacteria** in between teeth & along the gumline.
3. Strengthens enamel surface and protects teeth from acids, while being gentle on enamel.

*vs Sensodyne Fresh & Clean
**with twice daily brushing
***plaque bacteria associated with gingivitis to help reduce swollen, bleeding gums