

**HEB BRILLIANT WHITE- fluoride paste, dentifrice**  
**HEB**

*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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**HEB Brilliant White Dazzling Mint**

**Drug Facts**

**Active ingredient**

Sodium Monofluorophosphate 0.76% w/w (0.15% w/v fluoride ion)

**Purpose**

Anticavity

**Uses** aids in the prevention of dental caviites

**Warnings**

**Keep out of reach of children under 6 years of age.** If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Directions**

**Adults and children 2 years of age and older:** brush teeth thoroughly preferably after each meal or at least twice per day, or as directed by a dentist or doctor.

- Instruct children under 6 years of age in good brushing and rinsing habits (to avoid swallowing).
- Supervise children as necessary until capable of using without supervision.
- **Children under 2 years of age:** consult a dentist or doctor.

**Inactive ingredients** glycerin, dicalcium phosphate, propylene glycol, PEG-12, PVP, silica, PEG/PPG 116/66 copolymer, flavor, sodium lauryl sulfate, tetrasodium pyrophosphate, hydrogen peroxide, etidronic acid, butylated hydroxytoluene, sodium saccharin, sucralose, phosphoric acid, water

**Store in a cool dry place. Keep tube capped when not in use.**

**Questions or comments? CALL 1-877-777-2743**

MADE WITH PRIDE AND CARE FOR H-E-B®

SAN ANTONIO, TX 78204

H-E-B®

Dazzling Mint

**BRILLIANT WHITE**

**FLUORIDE ANTICAVITY TOOTHPASTE**

NET WT. 5 OZ (141.7 g)

<b>Drug Facts</b>		<b>Drug Facts</b> (continued)	
<b>Active Ingredient</b> Sodium Monofluorophosphate 0.76% w/w (0.15% w/v fluoride ion) .....Anticavity	<b>Purpose</b> Anticavity	<b>Directions</b> Adults and children 2 years of age and older: brush teeth thoroughly, preferably after each meal or at least twice per day, or as directed by a dentist or doctor. • Instruct children under 6 years of age in good brushing and rinsing habits (to minimize swallowing). • Supervise children as necessary until capable of using without supervision. • Children under 2 years of age: consult a dentist or doctor.	
<b>Uses:</b> aids in the prevention of dental cavities		<b>Inactive ingredients:</b> glycerin, dicalcium phosphate, propylene glycol, PEG-12, PVP, silica, PEG/PPG-118/65, flavor, sodium lauryl sulfate, tetrasodium pyrophosphate, hydrogen peroxide, citric acid, butylated hydroxytoluene, sodium saccharin, sucralose, phosphoric acid, water	
<b>Warnings</b> Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.		<b>Store in a cool, dry place. Keep tube capped when not in use.</b>	
		<b>Questions or comments?</b> CALL 1-877-777-2743	

\*This product is not manufactured or distributed by Colgate-Palmolive, owner of the registered trademarks Colgate® and Optic White®

• Compare to Colgate® Optic White®



**Dazzling Mint**

# BRILLIANT WHITE

FLUORIDE ANTICAVITY TOOTHPASTE

- High impact whitening formula with Peroxide
- Helps remove stains to visibly whiten teeth
- Enamel safe

NET WT. 5 OZ (141.7g)

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**Dazzling Mint**

# BRILLIANT WHITE

FLUORIDE ANTICAVITY TOOTHPASTE

- High impact whitening formula with Peroxide
- Helps remove stains to visibly whiten teeth
- Enamel safe

NET WT. 5 OZ (141.7g)

Reveal a whiter, more brilliant smile with H-E-B® Brilliant White Toothpaste.

H-E-B® Brilliant White Toothpaste safely and gently removes surface stains from teeth while the gentle foaming action cleans hard to reach areas for a whiter, brighter smile.

- Visibly whitens teeth
- Fights cavities
- Fights plaque
- Freshens breath



MADE WITH PRIDE AND CARE FOR H-E-B®  
SAN ANTONIO, TX 78204

6710 - 1735



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## HEB BRILLIANT WHITE

fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37808-896
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM MONOFLUOROPHOSPHATE</b> (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	0.76 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	

<b>POLYETHYLENE GLYCOL, UNSPECIFIED</b> (UNII: 3WJQ0SDW1A)
<b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)
<b>BUTYLATED HYDROXYTOLUENE</b> (UNII: 1P9D0Z171K)
<b>PEG/PPG-116/66 COPOLYMER</b> (UNII: JP0CK963E0)
<b>PHOSPHORIC ACID</b> (UNII: E4GA8884NN)
<b>CALCIUM PHOSPHATE, DIBASIC, ANHYDROUS</b> (UNII: L11K75P92J)
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)
<b>ETIDRONIC ACID</b> (UNII: M2F465ROXU)
<b>WATER</b> (UNII: 059QF0K00R)
<b>HYDROGEN PEROXIDE</b> (UNII: BBX060AN9V)
<b>CROSPROVIDONE, UNSPECIFIED</b> (UNII: 2S7830E561)

### Product Characteristics

<b>Color</b>		<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT (L Menthol)	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-896-69	1 in 1 CARTON	10/01/2012	02/21/2019
1		156 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37808-896-29	1 in 1 CARTON	02/21/2019	
2		141.7 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	part355	10/01/2012	

**Labeler** - HEB (007924756)

**Registrant** - Lornamead Inc. (080046418)

### Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Inc.		080046418	manufacture(37808-896)

