

**ORAJEL KIDS MY WAY ANTICAVITY TOOTHPASTE- sodium fluoride gel, dentifrice
Church & Dwight Co., 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.

Drug Facts

Active ingredient

Sodium fluoride (0.24%)

Purpose

Anticavity toothpaste

Use aids in the prevention of dental decay

Warnings

If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

- do not swallow
- supervise children as necessary until capable of using without supervision

adults and children 2 years and older brush teeth thoroughly after meals or at least twice a day, or use as directed by a dentist or physician

children under 6 years instruct in good brushing and rinsing habits (to minimize swallowing)

children under 2 years ask a dentist or physician

Keep out of reach of children under 6 years of age.

Inactive ingredients sorbitol, water, hydrated silica, PEG-8, flavor, cellulose gum, sodium saccharin, sodium lauryl sulfate, red 33.

Question or comments? Call us at **1-800-952-5080** M-F 9am-5pm ET or visit our website at **www.oraljel.com**

Principal Display Carton

Orajel

4 plus years Kids

My Way

**Anticavity Fluoride
Toothpaste**

Over 100 Stickers Inside

Decorate Your Toothpaste Your Way

BERRY BLAST

Decorate Your
Toothpaste Your Way!!

NEW WT 4.2 OZ (119g)

Left Carton image

NOT FOR COLOR

Orajel

4+ years **kids**

My Way!

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Questions or comments? Call us at 1-800-862-6860 M-F 9am-5pm ET or visit our website at www.oralmyway.com

Church & Dwight Co., Inc.
Princeton, NJ 08543

Orajel and MY WAY!
are trademarks of
Church & Dwight Co., Inc.



Orajel

4+ years **kids**

My Way!

Includes Over **100** Individual Stickers Inside!



Colors and artwork of stickers may vary

INSTRUCTIONS:

Apply stickers to dry, clean toothpaste tube body, smoothing out any air bubbles. Allow to dry for 30 minutes. Stickers are intended for permanent application to the tube and are not reusable after application.

Water-safe stickers!



100 90 75 50 25 5 1



Right Carton image



ORAJEL KIDS MY WAY ANTICAVITY TOOTHPASTE

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:10237-740
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.4 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
POLYETHYLENE GLYCOL 400 (UNII: B697894SGQ)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
D&C RED NO. 33 (UNII: 9DBA0SBB0L)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	FRUIT (FRUIT BURST FLAVOR)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-740-42	1 in 1 CARTON		
1		119 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part355	02/01/2012	

Labeler - Church & Dwight Co., Inc. (001211952)**Establishment**

Name	Address	ID/FEI	Business Operations
Accupac, Inc.		071609663	manufacture

