

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.

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

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

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

Directions

Adults and children 2 years of age and older: brush teeth thoroughly preferably after each meal or at least twice a 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.

Other Information

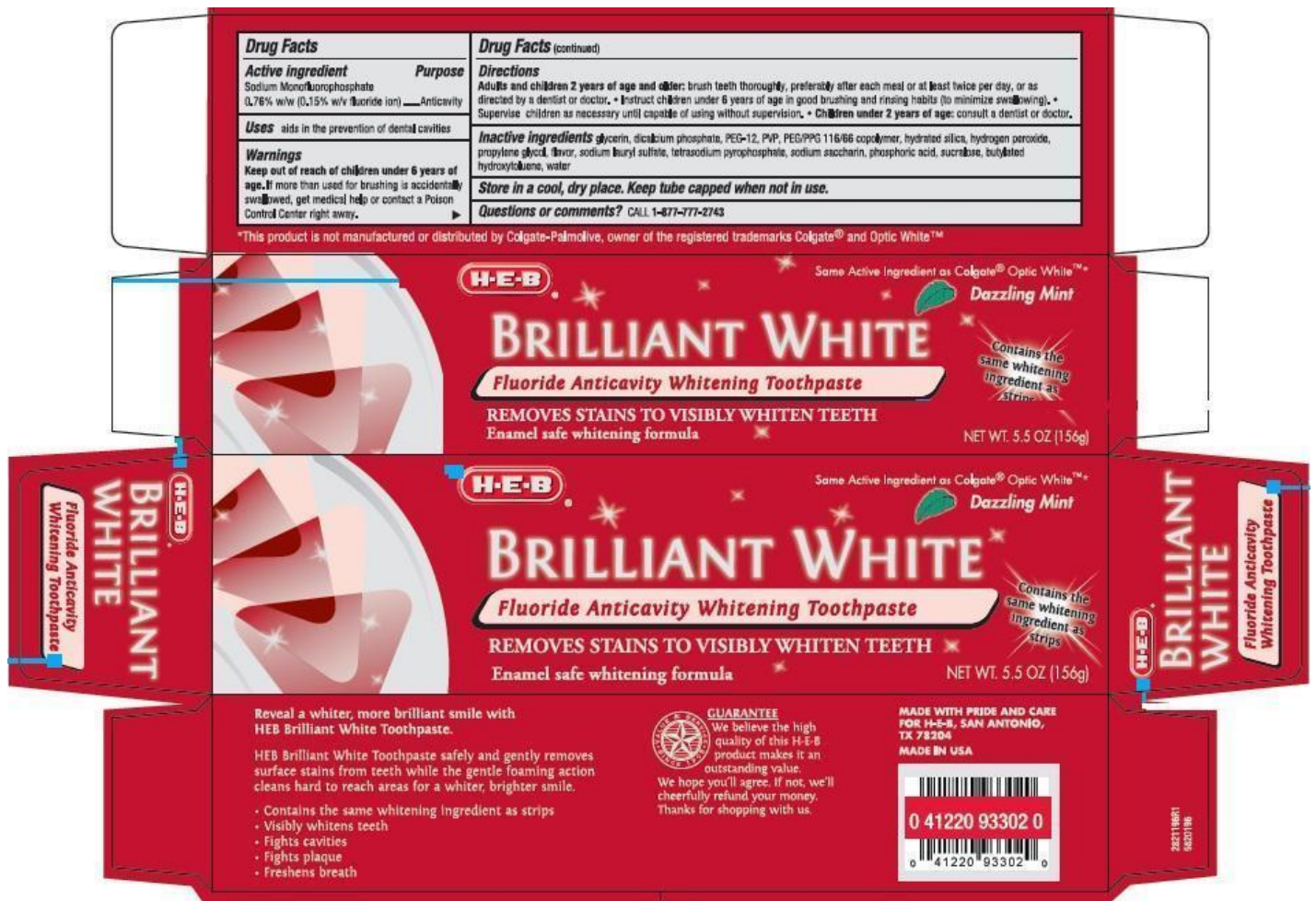
Store in a cool dry place. Keep tube capped when not in use.

Inactive ingredients

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

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

mm1.jpg



mm2.jpg

Same Active Ingredient as Colgate® Optic White™

H-E-B

 **Dazzling Mint**

BRILLIANT WHITE

Fluoride Anticavity Whitening Toothpaste

REMOVES STAINS TO VISIBLY WHITEN TEETH

Enamel safe whitening formula

NET WT. 5.5 OZ (156g)

Drug Facts		Drug Facts (continued)	
Active ingredient Sodium Monofluorophosphate 0.76% w/w (0.15% w/v fluoride ion)	PurposeAnticavity	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 minimize swallowing). • Supervise children as necessary until capable of using without supervision. • Children under 2 years of age: consult a dentist or doctor.	
Uses aids in the prevention of dental cavities		Store in a cool, dry place. Keep tube capped when not in use.	
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.		Questions or comments? CALL 1-877-771-2743	



GUARANTEE

We believe the high quality of this H-E-B product makes it an outstanding value.

We hope you'll agree. If not, we'll cheerfully refund your money. Thanks for shopping with us.

**MADE WITH PRIDE AND CARE FOR H-E-B
SAN ANTONIO, TX 78204
MADE IN USA**

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

1821198R1

HEB BRILLIANT WHITE

fluoride paste, dentifrice

Product Information

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

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.76 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	

PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	
PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0)	
PHOSPHORIC ACID (UNII: E4GA8884NN)	
CALCIUM PHOSPHATE, DIBASIC, ANHYDROUS (UNII: L11K75P92J)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT (L Menthol)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-896-69	1 in 1 CARTON		
1	NDC:37808-896-62	156 g in 1 TUBE		

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 (126440440)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead		126440440	manufacture(37808-896) , pack(37808-896)