

MEIJER BRILLIANT WHITE- fluoride paste, dentifrice

Meijer

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 ingredients / Purpose

Sodium fluoride 0.243%Anticavity

Uses

- aids in the prevention of dental cavities

Warnings

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.

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.

Apply at least a 1-inch strip of the product onto a soft bristle toothbrush. **Children under 12 years of age:** consult a dentist or a doctor.

Other Information

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

Inactive ingredients

water, sorbitol, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, flavor, cellulose gum, xanthan gum, carbomer, sodium saccharin, sodium hydroxide, mica, titanium dioxide, blue 1 lake, polyethylene

mm1.jpg



mm2.jpg

meijer

*Same Active Ingredient as Crest® 3D White™ Vivid

FRESH MINT

FLUORIDE ANTICAVITY WHITENING TOOTHPASTE

Brilliant White™

WHITENS & REMOVES SURFACE STAINS FROM TEETH

Enamel safe whitening formula

NET WT. 5.8 OZ (164 g)

Drug Facts

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Sodium fluoride 0.243%	Anticavity

Uses aids in the prevention of dental cavities

Warnings

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Drug Facts (continued)

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.

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

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

DIST. BY
MEIJER DISTRIBUTION, INC.
2929 WALKER AVE. NW
GRAND RAPIDS, MI 49544
www.meijer.com
MADE IN USA

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MEIJER BRILLIANT WHITE

fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:41250-200
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.243 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	

SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SORBITOL (UNII: 506T60A25R)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
XANTHAN GUM (UNII: TTV12P4NEE)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WVD9LZUD)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
CARBOMER HOMOPOLYMER TYPE B (ALLYL PENTAERYTHRITOL CROSSLINKED) (UNII: HHT01ZNK31)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
MICA (UNII: V8A1AW0880)	

Product Characteristics			
Color	blue (light blue with sparkles)	Score	
Shape		Size	
Flavor	MINT (mint)	Imprint Code	
Contains			

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:41250-200-09	1 in 1 CARTON		
1	NDC:41250-200-02	164 g in 1 TUBE		

Marketing Information			
Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph not final	part356	01/20/2011	

Labeler - Meijer (006959555)

Registrant - Lornamead (126440440)

Establishment			
Name	Address	ID/FEI	Business Operations
Lornamead		126440440	manufacture(41250-200) , pack(41250-200)