

**HELLO KIDS WILD STRAWBERRY WILD STRAWBERRY- sodium fluoride paste,
dentifrice
Colgate-Palmolive Company**

**Hello® Kids Wild Strawberry
Wild Strawberry**

Drug Facts

Active ingredient

Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Purpose

Anticavity

Use

helps protect against cavities

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 a day, or as directed by a dentist or physician
children 2 to 6 years	use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

Inactive ingredients

sorbitol, hydrated silica, purified water, glycerin, xylitol, xanthan gum, flavor, titanium dioxide, cocamidopropyl betaine, sodium cocoyl glutamate and stevia rebaudiana leaf extract¹.

1 certified organic

Questions?

855-HI-HELLO (1-855-444-3556)

Distributed by Hello Products LLC Montclair, NJ 07042

PRINCIPAL DISPLAY PANEL - 119 g Tube Box

naturally
friendly™
hello®

ADA
Accepted
American
Dental
Association ®

fluoride toothpaste
kids ages 2+

wild strawberry
natural flavor

prevents cavities
polishes + brightens
strengthens enamel
tastes awesome

not tested
on animals

vegan. no artificial sweeteners. no dyes.
no SLS/sulfates. no brainer.

NET WT 4.2 OZ (119 g)

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-688
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
XYLITOL (UNII: VCQ006KQ1E)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3011KX)	
SODIUM COCOYL GLUTAMATE (UNII: BMT4RCZ3HG)	
STEVIA REBAUDIUNA LEAF (UNII: 6TC6NN0876)	

Product Characteristics

Color	PINK	Score	
Shape		Size	
Flavor	STRAWBERRY (Wild Strawberry)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-688-10	1 in 1 BOX	07/01/2023	
1		119 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 DRUG	M021	07/01/2023	

Labeler - Colgate-Palmolive Company (001344381)

