

**HELLO UNICORN SPARKLE- sodium fluoride gel, dentifrice**  
**Colgate-Palmolive Company**

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**Hello® Unicorn Sparkle**

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

**Questions?**

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

**Dist. by Hello Products LLC**  
**Montclair, NJ 07042**

**PRINCIPAL DISPLAY PANEL - 119 g Tube Carton**

naturally  
friendly™  
hello®

unicorn sparkle  
fluoride toothpaste  
kids ages 2+

bubble gum  
natural flavor

prevents cavities  
polishes + brightens  
strengthens enamel  
tastes magical

never tested  
on unicorns

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

NET WT 4.2 OZ (119g)



**unicorn sparkle  
fluoride toothpaste**  
kids ages 2+

**dreams do come true**  
say hello to brush time magic. unicorn sparkle toothpaste tastes like rainbows and sunshine, and works brilliantly. it's thoughtfully formulated with natural flavor, sparkles, and high quality sweeteners like xylitol and stevia. it also prevents cavities, strengthens enamel, and helps brush away plaque with brilliance and grace. and bonus, it's never tested on animals, real or imaginary. #brushhappy

**bubble gum  
natural flavor**

prevents cavities  
polishes + brightens  
strengthens enamel  
tastes magical



learn more and smile more at [helloproducts.com](http://helloproducts.com)

- no artific
- no dyes
- no artific
- no prese
- no parab
- no SLS/s
- no spicy
- no gluten
- no braine





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

NET WT 4.2 OZ (119g)



140°

44721

1.626



artificial sweeteners  
artificial flavors  
artificial preservatives  
artificial dyes  
artificial sulfates  
artificial mint

brush to  
brush.

SPAREOUT/  
NON-VARNISH  
AREA

choose  
friendly™

VARNISH AREA

naturally friendly™  
**HELLO**

unicorn sparkle  
fluoride toothpaste

kids  
ages 2+

**Drug Facts**

**Active Ingredient:** Hydroxyapatite (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**

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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



## HELLO UNICORN SPARKLE

sodium fluoride gel, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-686
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.1 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>XYLITOL</b> (UNII: VCQ006KQ1E)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>SODIUM COCOYL GLUTAMATE</b> (UNII: BMT4RCZ3HG)	
<b>STEVIA REBAUDIUNA LEAF</b> (UNII: 6TC6NN0876)	
<b>MICA</b> (UNII: V8A1AW0880)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

## Product Characteristics

<b>Color</b>	WHITE	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	BUBBLE GUM	<b>Imprint Code</b>	
<b>Contains</b>			

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-686-10	1 in 1 CARTON	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)

Revised: 1/2024

Colgate-Palmolive Company