

HELLO MAGICAL MERMAID- sodium fluoride gel, dentifrice
Colgate-Palmolive Company

Hello® Magical Mermaid

Drug Facts

Active Ingredient

Sodium fluoride 0.24% (0.14% 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

glycerin, sorbitol, water, hydrated silica, erythritol, xylitol, xanthan gum, sodium bicarbonate, lauryl glucoside, potassium citrate, tetrasodium pyrophosphate, rebaudioside a, flavor.

Questions?

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

Dist. by Hello Products LLC Montclair, NJ 07042

PRINCIPAL DISPLAY PANEL - 119 g Tube Label

hello®

magical mermaid
anticavity fluoride toothpaste

tastes magical
works brilliantly

orange dreamsicle
natural flavor

NET WT 4.2 OZ (119 g)

HELLO

magical mermaid
anticavity fluoride toothpaste



orange dreamsicle
natural flavor
NET WT 4.2 OZ (119 g)

naturally friendly®

vegan. no artificial sweeteners/
flavors, dyes, preservatives,
SLS/sulfates, parabens,
spicy mint, sugar, titanium
dioxide, or gluten. #fintastic

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leaping bunny certified.
not tested on animals.



sweet, a recyclable tube! but first, be sure to check locally: your community may not accept tubes for recycling just yet. learn more at helloproducts.com.

twist off cap to remove foil seal. do not use if safety seal is missing or broken.



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HELLO MAGICAL MERMAID

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-680
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
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SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION | 1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C00X)	
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
ERYTHRITOL (UNII: RA96B954X6)	
XYLITOL (UNII: VCQ006KQ1E)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM BICARBONATE (UNII: 8MDF5V39QO)	
LAURYL GLUCOSIDE (UNII: 76LN7P7UCU)	
POTASSIUM CITRATE (UNII: EE90ONI6FF)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
REBAUDIOSIDE A (UNII: B3FUD0528F)	

Product Characteristics

Color		Score	
Shape		Size	
Flavor	ORANGE	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-680-10	119 g in 1 TUBE; Type 0: Not a Combination Product	07/01/2023	

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