

**TRULY RADIANT REJUVENATING WHITENING- sodium fluoride 0.243% paste, dentifrice  
Church & Dwight Co., Inc.**

*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.*

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**Truly Radiant Rejuvenating Toothpaste**

**Drug Facts**

**Active ingredient**

Sodium Fluoride 0.243%

**Purpose**

Anticavity toothpaste

**Use**

aids in the prevention of dental decay

**Warnings**

**do not use if** irritation occurs and persists.

**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**

- do not swallow
- supervise children as necessary until capable of using without supervision
- rinse away toothpaste residue thoroughly after brushing

**adults and children 2 years and older** - brush teeth thoroughly after meals or at least twice a day, or use as directed by a dentist or physician

**children under 6 years** - instruct in good brushing and rinsing habits (to minimize swallowing)

**children under 2 years** - as a dentist or physician

**Inactive ingredients** sodium bicarbonate (baking soda), hydrated silica, sorbitol, water, glycerin, tetrasodium pyrophosphate, sodium lauroly sarcosinate, flavor, sodium saccharin, cellulose gum, sodium lauryl sulfate, mica, titanium dioxide, blue 1, yellow 5

**Questions or comments?** Call **1-800-786-5135** Mon.-Fri. **9am-5pm ET** or visit **[www.TrulyRadiant.com](http://www.TrulyRadiant.com)**

**Principl Display AHFC-00016-01**

ARM AND HAMMER

THE STANDARD OF PURITY

Crisp Mint Twist NATURALLY POWERED BY BAKING SODA FLUORIDE ANTICAVITY TOOTHPASTE

Rejuvenating

Truly Radiant

HELPS PREVENT STAINS ENAMEL SAFE WHITENING NEUTRALIZES ACID

NET WT.

4.3OZ (121g)



## TRULY RADIANT REJUVENATING WHITENING

sodium fluoride 0.243% paste, dentifrice

### Product Information

Product Type

HUMAN OTC DRUG

Item Code (Source)

NDC:10237-664

<b>Route of Administration</b>	DENTAL
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### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.243 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>MICA</b> (UNII: V8A1AW0880)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>FD&amp;C BLUE NO. 1</b> (UNII: H3R47K3TBD)	
<b>FD&amp;C YELLOW NO. 5</b> (UNII: I753WB2F1M)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SODIUM BICARBONATE</b> (UNII: 8MDF5V39QO)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM LAUROYL SARCOSINATE</b> (UNII: 632GS99618)	

### Product Characteristics

<b>Color</b>	blue (with Blue Twist)	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>		<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-664-43	1 in 1 CARTON	01/05/2015	
1		121 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:10237-664-09	1 in 1 CARTON	02/02/2015	10/01/2019
2		25 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
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OTC monograph final	part355	01/01/2015	
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**Labeler** - Church & Dwight Co., Inc. (001211952)

**Establishment**

<b>Name</b>	<b>Address</b>	<b>ID/FEI</b>	<b>Business Operations</b>
Church & Dwight Co., Inc.		043690812	manufacture(10237-664)

Revised: 1/2023

Church & Dwight Co., Inc.