

FRESHEN UP- sodium fluoride gel, dentifrice
MKJ BRANDS LLC

Freshen Up Anticavity Fluoride Toothpaste Max+ Whitening

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, water, hydrated silica, PEG-32, sodium lauryl sulfate, flavor, tetrasodium pyrophosphate, cellulose gum, cocamidopropyl betaine, sodium saccharin, hydroxypropyl methylcellulose, FD&C blue no. 1, titanium dioxide, benzyl alcohol, tetra potassium pyrophosphate

Questions?

1-888-880-1504

Dist. by:
MKJ Brands

PRINCIPAL DISPLAY PANEL - 130 g Bottle Label

FRESHEN-UP
SINCE 1975
ANTICAVITY FLUORIDE TOOTHPASTE
Peppermint Gel

MAX+ Whitening
with Cooling Strips
Whitens Teeth • Freshens Breath

THE ORIGINAL SQUIRT CHEWING GUM
NET WT 4 OZ (113 g)

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Drug Facts (continued)
Directions
children 2 to 6 years use only a pea size 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, Water (Aqua), PEG 32, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Cocamidopropyl Betaine, Tetra Sodium Pyrophosphate, Benzyl Alcohol, Sodium Saccharin, Sodium Benzoate, Tetra Potassium Pyrophosphate, Hydroxypropyl Methylcellulose, Blue 1 (CI 42090), Titanium Dioxide
Questions or Comments 1-888-880-1504

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mkj brands
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www.mkjbrands.com
Made in India

\$1.25
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FRESHEN UP

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:77782-001
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	24 mg in 100 g

Inactive Ingredients

Ingredient Name	Strength
HYDROXYPROPYL METHYLCELLULOSE (UNII: 3NXW29V3WO)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
PEG-32 (UNII: 1212Z7S33A)	

SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CELLULOSE GUM (UNII: K679OBS311)	
TETRASODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
TETRAPOTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color		Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:77782-001-13	113 g in 1 BOTTLE; Type 0: Not a Combination Product	02/10/2025	
2	NDC:77782-001-14	141 g in 1 BOTTLE; Type 0: Not a Combination Product	02/10/2025	

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	02/10/2025	

Labeler - MKJ BRANDS LLC (827648101)