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

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:Q80VPU408O)	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: Y6O7T4G8P9)	
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)

Revised: 9/2025 MKJ BRANDS LLC