

HELLO VITAMIN C WHITENING- sodium fluoride paste, dentifrice
Colgate-Palmolive Company

Hello® Vitamin C 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

water, hydrated silica, sorbitol, glycerin, xylitol, pentasodium triphosphate, tetrapotassium pyrophosphate, sodium ascorbyl phosphate (vitamin c), flavor, cellulose gum, sodium cocoyl glutamate, cocamidopropyl betaine, xanthan gum, rebaudioside a, annatto¹.

¹ natural annatto pigment provides orange color

Questions?

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

Dist. by Colgate-Palmolive Co.
New York, NY 10022

PRINCIPAL DISPLAY PANEL - 113 g Tube Carton

hello®

vitamin c
whitening

2 shades whiter*

C
the
sparkle

natural peppermint

anticavity fluoride toothpaste

NET WT 4.0 OZ (113 g)

greet freely®
@helloproducts

hello®

vitamin c whitening
anticavity fluoride toothpaste

**c the
difference**

say hello to a
brighter smile with
whitening powered by
vitamin C.

this fab formula
removes 94% of
surface stains***

✦
prevents stains

✦
strengthens enamel

✦
prevents cavities

✦
and is safe for
everyday use.

✦
so give it a squeeze for
brightness you can C.
#glowup

HELLO®

**vitamin c
whitening**

2 shades whiter*



vegan

no

peroxide,
artificial sweeteners,
artificial flavors,
preservatives,
SLS, parabens,
titanium dioxide,
gluten, or dyes**

let's be
friends.



natural peppermint

anticavity fluoride toothpaste

NET WT 4.0 OZ (113 g)



PS0054011



meet your
new squeeze®

Drug Fa
Active Ingre
Sodium fluoride 0.
Use helps protec
Warnings
Keep out of reach
brushing is accide
Center right away.
twist off cap to
do not use if seal
or broken.

NET W



vitamin c whitening

hello



2 shades whiter*

natural peppermint

ant cavity
fluoride toothpaste

WT 4.0 OZ (113 g)

Effects

Benefit Purpose
24% (0.15% w/v fluoride ion) Anticavity

Protect against cavities

For children under 6 years of age. If more than used for initially swallowed, get medical help or contact a Poison Control

Remove foil seal. Safety seal is missing

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www.helloproducts.com

Drug Facts (continued)

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Questions? 855-HIHELLO (1-855-444-3556)



HDPE

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.

this carton is recyclable + printed with soy inks.



*in 6 weeks with twice daily use

**natural annatto pigment

provides orange color

***in 3 weeks with twice daily use

nice to

greet you.

HELLO VITAMIN C WHITENING

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-689
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
GLYCERIN (UNII: PDC6A3C0OX)	
XYLITOL (UNII: VCQ006KQ1E)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM ASCORBYL PHOSPHATE (UNII: 836SJG51DR)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
SODIUM COCOYL GLUTAMATE (UNII: BMT4RCZ3HG)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
XANTHAN GUM (UNII: TTV12P4NEE)	
REBAUDIOSIDE A (UNII: B3FUD0528F)	
ANNATTO (UNII: 6PQP1V1B6O)	

Product Characteristics

Color	ORANGE	Score	
Shape		Size	
Flavor	PEPPERMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-689-10	1 in 1 CARTON	01/01/2024	
1		113 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	01/01/2024	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 11/2023

Colgate-Palmolive Company