

**HELLO KIDS WILD STRAWBERRY WILD STRAWBERRY- sodium fluoride paste,
dentifrice
Colgate-Palmolive Company**

**Hello® Kids Wild Strawberry
Wild Strawberry**

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, hydrated silica, purified water, glycerin, xylitol, xanthan gum, flavor, titanium dioxide, cocamidopropyl betaine, sodium cocoyl glutamate and stevia rebaudiana leaf extract¹.

1 certified organic

Questions?

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

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

PRINCIPAL DISPLAY PANEL - 119 g Tube Box

choose
friendly®
hello®

ADA
Accepted
American
Dental
Association®

fluoride toothpaste
kids ages 2+

wild strawberry
natural flavor

prevents cavities
polishes + brightens
strengthens enamel
tastes awesome

not tested
on animals

vegan. no artificial sweeteners.
no dyes. no SLS. no brainer.

NET WT 4.2 OZ (119 g)



HELLO KIDS WILD STRAWBERRY WILD STRAWBERRY

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-688
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
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
XYLITOL (UNII: VCQ006KQ1E)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3011KX)	
SODIUM COCOYL GLUTAMATE (UNII: BMT4RCZ3HG)	
STEVIA REBAUDIUNA LEAF (UNII: 6TC6NN0876)	

Product Characteristics

Color	PINK	Score	
Shape		Size	
Flavor	STRAWBERRY (Wild Strawberry)	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-688-10	1 in 1 BOX	07/01/2023	
1		119 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	07/01/2023	

Labeler - Colgate-Palmolive Company (001344381)

