

**ORAJEL KIDSTOOTH PASTE- sodium fluoride paste, dentifrice**  
**Church & Dwight Co., Inc.**

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**Orajel Mermaid and Unicorn Fluoride Toothpaste**

**Active ingredient**

Sodium fluoride 0.24%  
(0.15% w/v fluoride ion)

**Purpose**

Anticavity

**Use**

aids in the prevention of dental decay

**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**

- twist off cap and remove foil seal
- do not swallow
- supervise children as necessary until capable of using without supervision

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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	ask a dentist or physician

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**Inactive ingredients**

sorbitol, water, hydrated silica, glycerin, cellulose gum, cocamidopropyl betaine, Stevia rebaudiana leaf extract, natural flavor

**Questions or comments?**

Call us at 1-800-952-5080 M-F 9am-5pm ET or visit our website at [orajelkids.com](http://orajelkids.com)

**Tamper Evident:** Do not use if inner foil is torn, cut or missing.

**Principal Display Panel**

NATURAL STRAWBERRY

magical unicorns OR mermaid

Orajel kids

Anti•cavity

TOOTHPASTE

Fluoride

NET WT 4.2 OZ (119 g)



STAGE  
**3**  
2-10 YEARS

MAGICAL UNICORNS

**Orajel**  
kids

NATURALLY SOURCED

anti-cavity  
**TOOTHPASTE**  
fluoride



NATURAL STRAWBERRY

NET WT 4.2 OZ (119 g)

Orajel™ fluoride toothpaste protects against cavities, strengthens teeth and helps keep gums healthy.

**Drug Facts**

**Active Ingredient Purpose**  
Sodium fluoride (0.24%)  
(0.15% w/v fluoride ion).....Anticavity

**Use** aids in the prevention of dental decay

**Warnings**  
Keep out of reach of children under 8 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Directions** ■ twist off cap and remove foil seal ■ do not swallow ■ supervise children as necessary until capable of using without supervision

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	ask a dentist or physician

**Inactive ingredients** sorbitol, water, hydrated silica, glycerin, cellulose gum, cocamidopropyl betaine, Stevia rebaudiana leaf extract, natural flavor

**Questions or comments?** Call us at 1-800-952-5000 M-F 9am-5pm ET or visit our website at orajelkids.com



SCAN ME



\*Over 99% Naturally Sourced Ingredients  
Tamper Evident: Do not use if inner foil is torn, out or missing.  
Made in the USA with US and foreign materials  
Manufactured For Church & Dwight Co., Inc. Ewing, NJ 08628  
ORAJEL is a trademark of Church & Dwight Co., Inc.

0170-43018-04-UNI 72039512



**ORAJEL KIDSTOOTH PASTE**  
sodium fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:10237-785
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

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

### Inactive Ingredients

Ingredient Name	Strength
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>STEVIA REBAUDIANA LEAF</b> (UNII: 6TC6NN0876)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:10237-785-42	119 g in 1 TUBE; Type 0: Not a Combination Product	01/15/2020	

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	11/01/2019	

**Labeler** - Church & Dwight Co., Inc. (001211952)

### Establishment

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	manufacture(10237-785)

Revised: 12/2025

Church & Dwight Co., Inc.