

KIDS SILLY STRAWBERRY TP- sodium monofluorophosphate paste, dentifrice HEB

5820011 HEb Kid's Strawberry w/Fluoride TP (80-15276)

Sodium monofluorophosphate 0.76% (0.13% fluoride ion)

Anticavity

Helps protect against cavities

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.

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 doctor

* do not swallow

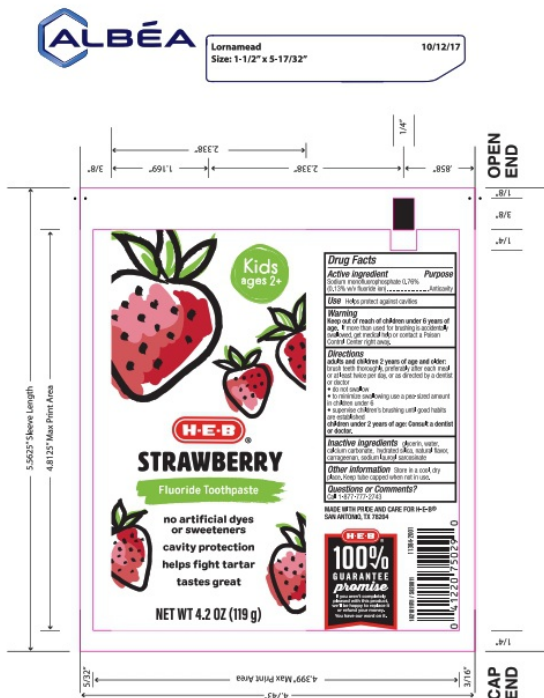
* to minimize swallowing use a pea-sized amount in children under 6

* supervise children's brushing until good habits are established

Children under 2 years of age: consult a dentist or doctor.

glycerin, water, calcium carbonate, hydrated silica, natural flavor, carrageenan, sodium lauroyl sarcosinate

Store in a cool, dry place. Keep tube capped when not in use.



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Kids
ages 2+

STRAWBERRY

Fluoride Toothpaste

no artificial dyes
or sweeteners
cavity protection
helps fight tartar
tastes great

NET WT 4.2 OZ (119 g)

Drug Facts	
Active ingredient	Purpose
Sodium monofluorophosphate 0.76% (0.13% w/w fluoride ion)	Anticavity
Use Helps protect against cavities	
Warning	
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 per day, or as directed by a dentist or doctor	
<ul style="list-style-type: none"> do not swallow to minimize swallowing use a pea-sized amount in children under 6 supervise children's brushing until good habits are established 	
Inactive ingredients glycerin, water, calcium carbonate, hydrated silica, natural flavor, carrageenan, sodium lauroyl sarcosinate	
Other information Store in a cool, dry place. Keep tube capped when not in use.	
Questions or Comments? Call 1-877-777-2743	

MADE WITH PRIDE AND CARE FOR H-E-B®
SAN ANTONIO, TX 78204

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1821011R1 / 5820011

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SPOT COLORS						HEB BRANDS	
						CATEGORY HEB Kids Toothpaste FILE NAME 11384_KidsToothpaste_Strawberry.ai LAST REVISION 3/10/20 ARTIST Nick Garza SPECS © Spot	

LORNAMEAD, INC.		PROJECT INFO PRODUCTION NOTES	
DATE:	MARCH 17, 2020	APPROVALS	
PROJECT:	HEB CHILDRENS STRAWBERRY TOOTHPASTE TUBE	CREATIVE	_____
ITEM #:	1821011R1	MARKETING	_____
DELINE #:	N/A	R&D	_____
SIZE:	1-1/2" X 5-1/32"	QUALITY	_____
FILE NAME:	HEB_CHILDRENS_STRAWBERRY_TUBE_1821011R1-01_A1	PURCHASING	_____
PRINTER:	ALBEA	CEO	_____
NOTES:			

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KIDS SILLY STRAWBERRY TP

sodium monofluorophosphate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37808-411
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.13 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CALCIUM CARBONATE (UNII: H0G9379FGK)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAUROYL SARCOSINATE (UNII: 632GS99618)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
GLYCERIN (UNII: PDC6A3C0OX)	

Product Characteristics

Color	white (Off White)	Score	
Shape		Size	
Flavor	STRAWBERRY	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37808-411-19	119 g in 1 TUBE; Type 0: Not a Combination Product	07/24/2020	

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	07/24/2020	

Labeler - HEB (007924756)

Registrant - Lornamead (080046418)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead		080046418	manufacture(37808-411)

Revised: 1/2025

HEB