

# 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

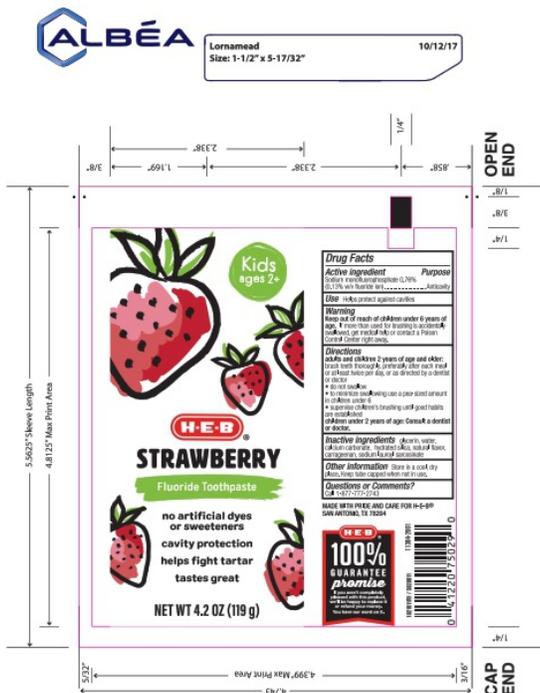
\* to minimize swallowing use a pea-sized amount in children under 6

\* 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.



COPY ENLARGED FOR PROOFING

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	
<b>Active ingredient</b>	<b>Purpose</b>
Sodium monofluorophosphate 0.76% (0.13% w/w fluoride ion)	Anticavity
<b>Use</b> Helps protect against cavities	
<b>Warning</b>	
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.	
<b>Directions</b>	
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"> <li>do not swallow</li> <li>to minimize swallowing use a pea-sized amount in children under 6</li> <li>supervise children's brushing until good habits are established</li> </ul>	
<b>Inactive ingredients</b> glycerin, water, calcium carbonate, hydrated silica, natural flavor, carrageenan, sodium lauroyl sarcosinate	
<b>Other information</b> Store in a cool, dry place. Keep tube capped when not in use.	
<b>Questions or Comments?</b> Call 1-877-777-2743	

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

11384-2001  
1821011R1 / 5820011

Do not alter this template in any way other than placing your artwork into it. Leave all layers as is with the exception of adding necessary artwork layers. This file was created with Adobe Illustrator CC. (If you are using a previous version please request a new template in the appropriate version.) \*\*Please contact your Albea Customer Service Rep. with any questions.

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

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

NEW YORK OFFICE | 1309 BROADWAY | 17TH FLOOR | NEW YORK, NY 10018  
TOLLFREE 877-831 | 100 COPPER HOLLOW | TOWANSON, NEW YORK 14150

# KIDS SILLY STRAWBERRY TP

sodium monofluorophosphate paste, dentifrice

## Product Information

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

## Active Ingredient/Active Moiety

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

## Inactive Ingredients

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

## Product Characteristics

<b>Color</b>	white (Off White)	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	STRAWBERRY	<b>Imprint Code</b>	
<b>Contains</b>			

## 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 Products (119559733)

**Establishment**

Name	Address	ID/FEI	Business Operations
Lornamead		119559733	manufacture(37808-411)

Revised: 11/2025

HEB