

SAFETY UPDATE

RECALL NOTICE

Colgate-Palmolive is voluntarily recalling six lots of hello® Wild Strawberry Fluoride Toothpaste, 4.2 oz (see table below for Recalled Products).

Some hello® Wild Strawberry Fluoride Toothpaste, which is an over-the-counter (OTC) drug containing the active ingredient sodium fluoride, was filled in tubes with incorrect labels. While the outer carton correctly indicates hello® Wild Strawberry Fluoride Toothpaste, the tube is incorrectly labeled hello Fresh® Watermelon Fluoride-Free Toothpaste. The mislabeled tubes do not disclose the presence of fluoride in the product and do not contain the FDA required directions for use or warnings. The absence of the appropriate labeling creates the potential for unintentional exposure to fluoride. Exposure to too much fluoride (such as, for a very young child, ingestion of a third of a tube of toothpaste) can cause adverse reactions with a range of symptoms such as abdominal pain, diarrhea, vomiting, and potentially more serious adverse health consequences.

Visit <https://contact.hello-products.com/> or call 1-855-554-7567 for more information, including how to confirm whether the product you purchased is part of the recall and to seek reimbursement for recalled products.

If you still have this product, please stop using it, follow the instructions at website above for submitting for a reimbursement, and then appropriately discard it.

Recalled Products Sold by Vitacost.com Inc.

Product	UPCs	Lots	Expiration Date
hello® Wild Strawberry Fluoride Toothpaste, 4.2 oz	819156020264	(L) 004287 (L) 2267USA94A (L) 2271USA94A (L) 3053USA94A (L) 3156USA94A (L) 3157USA94A	EXP 08/2024 EXP 08/2024 EXP 08/2024 EXP 01/2025 EXP 05/2025 EXP 05/2025

Recalled Products Not Sold by Vitacost.com Inc.

Product	UPCs	Lots	Expiration Date
hello® Wild Strawberry Fluoride Toothpaste, 4.2 oz	20819156020268 - Strawberry (case) 819156023494 - Strawberry 3-Pack (overwrap) 10819156023491 - Strawberry 3-Pack (case) 819156023326 - Variety 3-Pack (overwrap) 10819156023323 - Variety 3-Pack (case) 819156020684 - (case)	(L) 004287 (L) 2267USA94A (L) 2271USA94A (L) 3053USA94A (L) 3156USA94A (L) 3157USA94A	EXP 08/2024 EXP 08/2024 EXP 08/2024 EXP 01/2025 EXP 05/2025 EXP 05/2025