

COLGATE SENSITIVE COMPLETE PROTECTION- sodium fluoride and potassium nitrate paste, dentifrice
Colgate-Palmolive Company

Colgate® Sensitive Complete Protection Toothpaste

Drug Facts

Active ingredients	Purpose
Potassium nitrate 5%	Antisensitivity
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity

Uses

- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- helps protect against cavities

Warnings

When using this product, if pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

Stop use and ask a dentist if the problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist.

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

Directions

adults and children 12 years of age and older	apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.
children under 12 years	consult a dentist or physician

Inactive ingredients

water, hydrated silica, glycerin, sorbitol, PEG-12, tetrapotassium pyrophosphate, PVM/MA copolymer, flavor, sodium lauryl sulfate, poloxamer 407, sodium hydroxide, sodium saccharin, cellulose gum, xanthan gum, titanium dioxide

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®

Toothpaste for Sensitive Teeth and Cavity Protection

8 Benefits

✓ **Sensitivity** ✓ **Tartar** ✓ **Freshens**

✓ **Enamel** ✓ **Plaque**** ✓ **Whitens**

✓ **Cavities** ✓ **Gums****

NET WT 6.0 OZ (170 g)

NEW

MAXIMUM STRENGTH*

Sensitive

Complete Protection

Colgate®

Toothpaste for Sensitive Teeth and Cavity Protection

NEW

MAXIMUM STRENGTH*

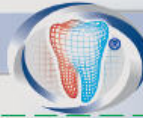
Sensitive



8 Benefits

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- ✓ Enamel
- ✓ Cavities
- ✓ Tartar
- ✓ Plaque**
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- ✓ Freshens
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Complete Protection

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Complete Protection

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Drug Facts (continued)

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www.colgatesensitive.com
Made in Mexico

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022



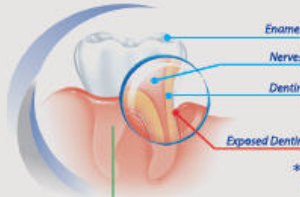
Colgate®

Sensitive

Complete Protection

This daily protection toothpaste was developed to provide a complete set of 8 essential Oral Care benefits for a healthy mouth.

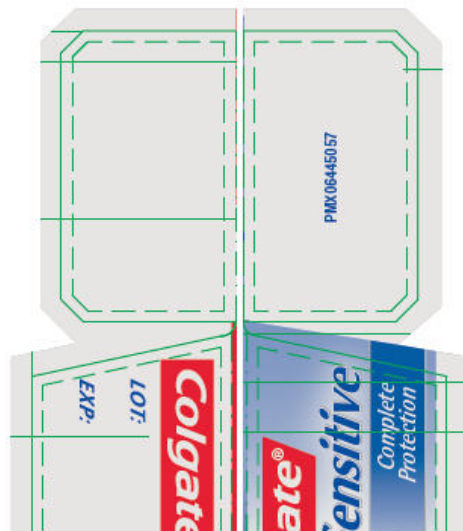
- ✓ Sensitivity relief
- ✓ Enamel strength
- ✓ Cavity protection
- ✓ Fights tartar
- ✓ Plaque control**
- ✓ Healthy gums**
- ✓ Fresh breath
- ✓ Whitening

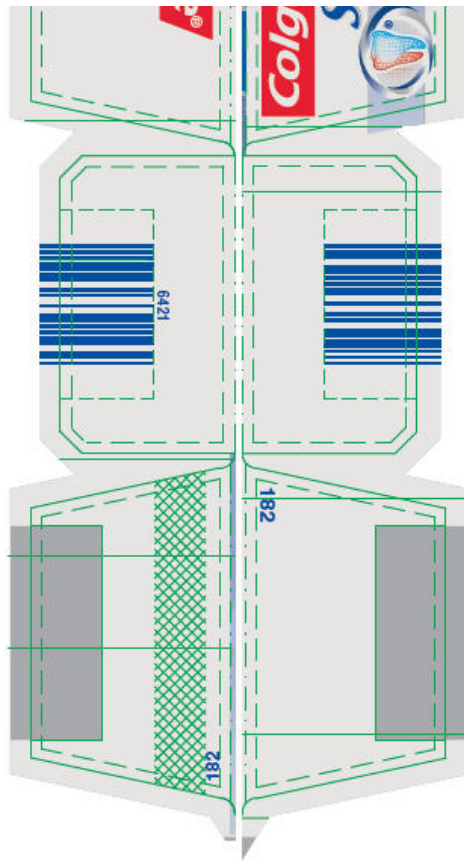


How does Colgate® Sensitive Complete Protection work?

Colgate® Sensitive Complete Protection has a clinically proven active ingredient that soothes the nerves and builds increasing protection against painful sensitivity with regular use.

- * Maximum strength FDA allowed antisensitivity active ingredient
- ** Promotes healthy gums and removes plaque with regular brushing





COLGATE SENSITIVE COMPLETE PROTECTION

sodium fluoride and potassium nitrate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-965
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.4 mg in 1 g
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	189.046 mg in 1 g
HYDRATED SILICA (UNII: Y607T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
POTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G)	
BUTYL ESTER OF METHYL VINYL ETHER/MALEIC ANHYDRIDE COPOLYMER (125000 MW) (UNII: 389H2R62BD)	

SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	WHITE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-965-60	1 in 1 CARTON	12/18/2013	12/31/2021
1		170 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-965-69	1 in 1 CARTON	12/18/2013	12/31/2015
2		113 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-965-01	1 in 1 CARTON	12/18/2013	
3		28.3 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	12/18/2013	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 12/2019

Colgate-Palmolive Company