

COLGATE TOTAL SF ADVANCED WHITENING- stannous fluoride paste, dentifrice
Colgate-Palmolive Company

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Colgate® Total™^{SF} Advanced Whitening Paste

Drug Facts

Active ingredient

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Purposes

Anticavity, Antigingivitis, Antisensitivity

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with harmful effects of plaque associated with gingivitis
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact

Warnings

When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.

Stop use and ask a dentist if the sensitivity 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.

Stop use and ask a dentist if

- gingivitis, bleeding, or redness persists for more than 2 weeks
- if you have painful or swollen gums, pus from the gum line, loose teeth, or increasing spacing between the teeth. These may be signs of periodontitis, a serious form of gum disease.

Directions

- **adults and children 12 years of age and older:** apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist.
Make sure to brush all sensitive areas of the teeth.
- do not swallow.
- **children under 12 years of age:** consult a dentist.

Other information

- products containing stannous fluoride may produce surface staining of the teeth. Adequate

toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.

- this Colgate product is specially formulated to help prevent staining.

Inactive ingredients

glycerin, hydrated silica, water, propylene glycol, PEG-12, pentasodium triphosphate, sodium citrate, sodium lauryl sulfate, flavor, PVP, microcrystalline cellulose, trisodium phosphate, zinc oxide, citric acid, zinc citrate, phosphoric acid, sodium saccharin, cocamidopropyl betaine, carrageenan, xanthan gum, PVM/MA copolymer, sucralose, titanium dioxide

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE CO.

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 2 Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

☐CAVITIES ☐PLAQUE ☐GINGIVITIS ☐ENAMEL ☐TARTAR ☐BREATH ☐WHITENS

now with SENSITIVITY RELIEF

PROTECTS TEETH, TONGUE, CHEEKS & GUMS

SEE NEW INFORMATION AND DIRECTIONS

TWO 5.1 OZ (144 g) TUBES

TOTAL NET WT 10.2 OZ (288 g)

VALUE 2 PACK

NEW ACTIVE INGREDIENT

STANNOUS FLUORIDE

Total™^{SF}

WHOLE MOUTH HEALTH

ADVANCED

WHITENING

Paste

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

✓ CAVITIES ✓ PLAQUE ✓ GINGIVITIS ✓ ENAMEL ✓ TARTAR ✓ BREATH ✓ WHITENS
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PROTECTS

✓ TEETH ✓ TONGUE ✓ CHEEKS ✓ GUMS

*Helps reduce plaque that leads to gingivitis; fortifies enamel; helps relieve sensitivity with continued use. Not intended for prevention or treatment of more serious oral conditions.



ADVANCED
WHITENING

Stain removal and prevention
for a beautiful smile



350001463871

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www.colgate.com

NEW YORK, NY 10022 U.S.A.

COLGATE-PALMOLIVE CO.

Dist. by:

GLUTEN FREE

www.colgate.com/savewater

SAVE WATER

10.15% w/v fluoride ion†

ANTICAVITY, ANTIGINGIVITIS

ANTISENSITIVITY

ANTIBIOTIC

ANTIFUNGAL

ANTIPAIN

ANTITARTAR

ANTIBLEED

ANTIBACTERIAL

ANTIOXIDANT

ANTICORROSIVE

ANTIDECAY

ANTISPLASH

ANTISODIUM

ANTISWEAT

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• children under 12 years of age: consult a dentist.
• do not swallow.
• When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.

Warnings
• cold, heat, acids, sweets, or contact
• builds increasing protection against harmful effects of plaque associated with gingivitis
• helps prevent gingivitis
• aids in the prevention of cavities

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Inactive ingredients glycerin, hydrated silica, water, propylene glycol, PEG-12, pentasodium triphosphate, sodium citrate, sodium lauryl sulfate, flavor, PVP, microcrystalline cellulose, titanium dioxide, zinc oxide, citric acid, zinc citrate, phosphoric acid, sodium saccharin, cocamidopropyl betaine, carboxymethyl xanthan gum, PVM/MA copolymer, sucralose, titanium dioxide

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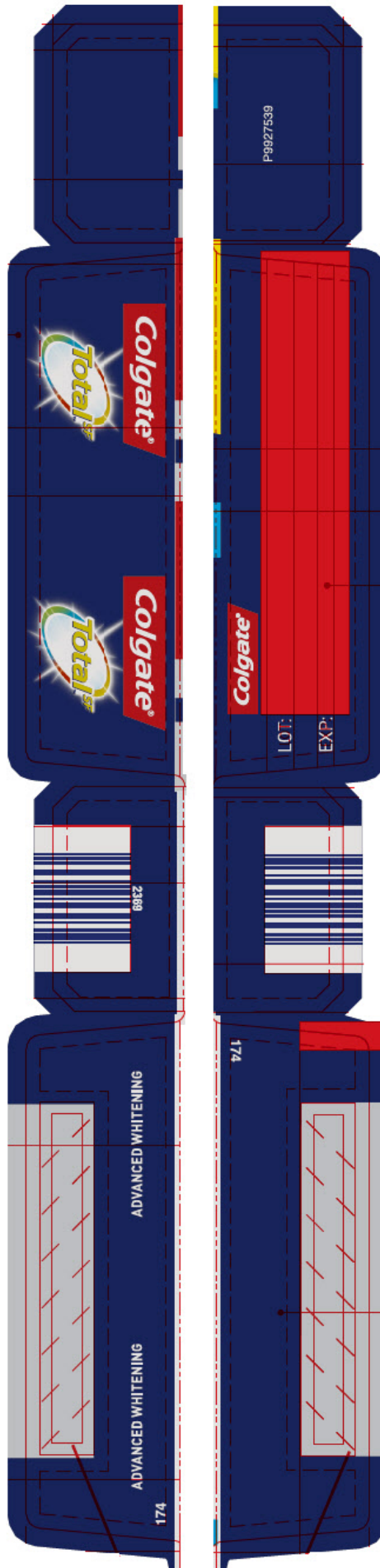
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*This blue flap can be extended to accommodate supplier requirements. It must

This glue flap can be extended to accommodate supplier requirements. It must comply with the CP Quality gluing standards."



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stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-171
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
MICROCRYSTALLINE CELLULOSE (UNII: OP1R32D61U)	
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)	
ZINC PHOSPHATE (UNII: 1E2MCT2M62)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
D&C YELLOW NO. 10 (UNII: 35SW5USQ3G)	

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:35000-171-25	1 in 1 CARTON	11/01/2018	01/01/2022
1		24.9 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-171-93	1 in 1 CARTON	11/01/2018	01/01/2022
2		96 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-171-47	1 in 1 CARTON	11/01/2018	01/01/2022
3		144 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-171-65	2 in 1 CARTON	11/01/2018	01/01/2022
4		144 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-171-64	1 in 1 CARTON	11/01/2018	01/01/2022
5		181 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 FINAL	part355	11/01/2018	

Labeler - Colgate-Palmolive Company (001344381)

Establishment

Name	Address	ID/FEI	Business Operations
Colgate-Palmolive		785047999	MANUFACTURE(35000-171)

Revised: 12/2019

Colgate-Palmolive Company