

COLGATE OPTIC WHITE PURPLE- sodium fluoride paste, dentifrice
Colgate-Palmolive Company

COLGATE® OPTIC WHITE® PURPLE

Drug Facts

Active ingredient

Sodium Fluoride 0.24% (0.15% w/v fluoride ion)

Purpose

Anticavity

Use

helps protect against cavities

Warnings

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 a day, or as directed by a dentist or physician
children 2 to 6 years	use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

Inactive ingredients

Water, Sorbitol, Hydrated Silica, PEG-12, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Potassium Hydroxide, Tetrasodium Pyrophosphate, Phosphoric Acid, Cocamidopropyl Betaine, Benzyl Alcohol, Sodium Saccharin, Blue 1, Red 33, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 107 g Tube Carton

Colgate®

Anticavity Fluoride Toothpaste

PASTE FRESH MINT

REMOVES 1 YEAR

OF STAINS*

WITH MICRO-POLISHING ACTION

OPTIC

WHITE®

PURPLE

NET WT 3.8 OZ (107 g)

ENAMEL SAFE



COLGATE OPTIC WHITE PURPLE

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-796
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	177.444 mg in 1 g
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE (UNII: 05JZI7B19X)	
POTASSIUM HYDROXIDE (UNII: WZH3C48M4T)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
PHOSPHORIC ACID (UNII: E4GA8884NN)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
FD&C RED NO. 3 (UNII: PN2ZH5LOQY)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	PURPLE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-796-59	1 in 1 CARTON	10/11/2025	
1		107 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	10/11/2025	

Labeler - Colgate-Palmolive Company (001344381)

Registrant - Mission Hills, S.A. de C.V. (812312122)