

EQUATE OPTIMAL CARE TP EQUATE OPTIMAL CARE TP- stannous fluoride paste, dentifrice
Walmart Inc.

5820077 Walmart Equate Optimal Care (80-15077)

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

water, hydrated silica, sorbitol, glycerin, PEG-12, tetrasodium pyrophosphate, sodium lauryl sulfate, flavor, sodium citrate, zinc lactate, cellulose gum, sodium saccharin, cocamidopropyl betaine, propylene glycol, xanthan gum, citric acid, sucralose, titanium dioxide, sodium hydroxide

Anticavity, antigingivitis, antisensitivity

aids in the prevention of cavities

helps prevent gingivitis

helps interfere with the harmful effects of plaque associated with gingivitis

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

When using this product, if irritation occurs discontinue use.

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. • pain/sensitivity still persists after 4 weeks of use.

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 one 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



WHOLE MOUTH PROTECTION
Optimal Care

Fluoride Toothpaste for Anticavity, Antigingivitis & Sensitive Teeth
• Cavities • Plaque • Gingivitis • Enamel • Tartar
• Fresh Breath • Whitens • Sensitivity
Formulated for anti-bacterial protection**

NDC79903-280-65

Compare to Colgate® Total Advanced Whitening active ingredient*

Whitening

NET WT 5.1 OZ (144g)



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Whitening

NET WT 5.1 OZ (144g)

Reveal a whiter, more radiant smile!

- Formulated with Stannous Fluoride for whole mouth protection***
- Cavities
- Gingivitis
- Enamel
- Sensitivity
- Plaque
- Tartar
- Whitening
- Freshens Breath

**Protects against plaque bacteria that leads to gingivitis with twice daily brushing

***Clinically proven ingredient to protect against plaque, gingivitis, and sensitivity



Made in the USA
with domestic and imported ingredients
Factory Certified



Satisfaction guaranteed – Or we'll replace it or give you your money back. For questions or comments or to report an undesired reaction or side effect, please call 1-888-287-1915.



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PAPER BOX PLASTIC TUBE

DISTRIBUTED BY: Walmart Inc., Bentonville, AR 72716

*This product is not manufactured or distributed by Colgate-Palmolive Co., owner of the registered trademark Colgate®.

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EQUATE OPTIMAL CARE TP EQUATE OPTIMAL CARE TP			
stannous fluoride paste, dentifrice			
Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:79903-280
Route of Administration	ORAL		
Active Ingredient/Active Moiety			
Ingredient Name	Basis of Strength	Strength	
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	0.16 g in 100 g	

Inactive Ingredients

Ingredient Name	Strength
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
POLYETHYLENE GLYCOL 12000 (UNII: VM53EE110J)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
ANHYDROUS TRISODIUM CITRATE (UNII: RS7A450LGA)	
GLYCERIN (UNII: PDC6A3C0OX)	
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
SORBITOL (UNII: 506T60A25R)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
WATER (UNII: 059QF0KO0R)	
ZINC LACTATE (UNII: 2GXR25858Y)	

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:79903-280-63	1 in 1 CARTON	12/18/2024	
1		144 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	12/18/2024	

Labeler - Walmart Inc. (051957769)

Registrant - Lornamead Products (119559733)

Establishment

Name	Address	ID/FEI	Business Operations
Lornamead Products		119559733	manufacture(79903-280) , pack(79903-280)

Revised: 11/2025

Walmart Inc.