

COLGATE TOTAL ENAMEL STRENGTH- stannous fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Total Enamel Strength

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
- 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

Water, Sorbitol, Hydrated Silica, Glycerin, Flavor, Sodium Lauryl Sulfate, Tetrasodium Pyrophosphate, Cellulose Gum, Potassium Nitrate, Sodium Saccharin, Xanthan Gum, Cocamidopropyl Betaine, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 85 g Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Total

ACTIVE PREVENTION

NET WT 3.0 OZ (85 g)

WHITENING
PASTE

CLINICALLY
PROVEN

ANTIBACTERIAL

24
HOUR¹

✓ Gingivitis ✓ Plaque ✓ Tartar ✓ Sensitivity
✓ Weak Enamel ✓ Stains ✓ Bad Breath ✓ Cavities

Enamel
Strength

Reduces Sensitivity
and Remineralizes
to Strengthen
Weak Enamel

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

Colgate
Anticavity, Antigingivitis
and Antisensitivity Toothpaste



Enamel Strength
Reduces Sensitivity and Remineralizes to Strengthen Weak Enamel



- ✓ Gingivitis
- ✓ Plaque
- ✓ Tartar
- ✓ Sensitivity
- ✓ Weak Enamel
- ✓ Stains
- ✓ Bad Breath
- ✓ Cavities

WHITENING PASTE

NET WT 3.0 OZ (85 g)

Colgate

POWERFUL, PATENTED, PREVENTATIVE TECHNOLOGY +

Enamel Strength

- Rehardens weak spots in enamel for strong, healthy teeth.
- Protects enamel against acid erosion.

protection when 2x daily brushing with 4 weeks continued use



- Gingivitis
- Plaque
- Tartar
- Sensitivity
- Weak Enamel
- Stains
- Bad Breath
- Cavities



Your community may not yet accept tubes for recycling. Check locally. Learn more at www.Colgate.com/goodnews

Colgate
Anticavity, Antigingivitis
and Antisensitivity Toothpaste

Total
ACTIVE PREVENTION +

Enamel Strength

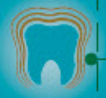
Reduces Sensitivity and Remineralizes to Strengthen Weak Enamel

NET WT 3.0 OZ (85 g)

WHITENING PASTE



- ✓ Gingivitis ✓ Plaque ✓ Tartar ✓ Sensitivity
- ✓ Weak Enamel ✓ Stains ✓ Bad Breath ✓ Cavities



DRG, INC.
Colgate-Palmolive Company
New York, NY 10022 U.S.A.
www.colgate.com

Patient: cpepatent.com

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Drug Facts (continued)

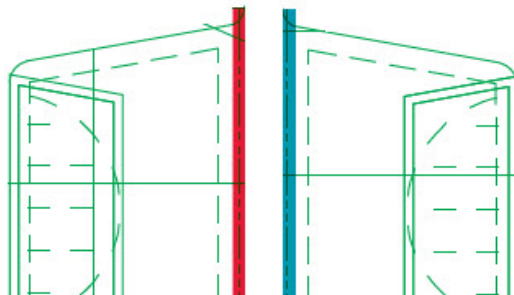
Other information

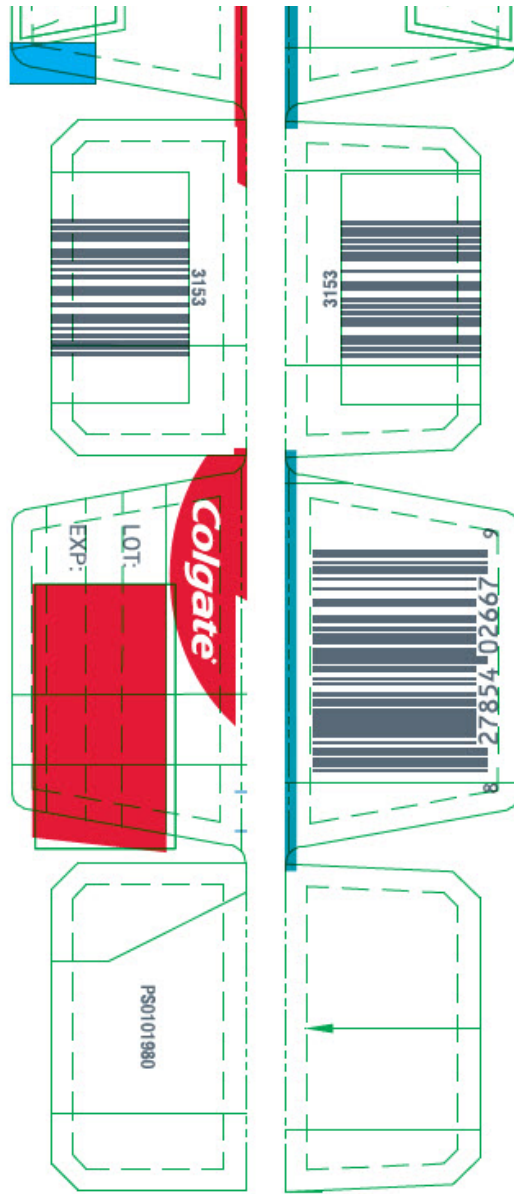
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stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-284
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
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SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
POTASSIUM NITRATE (UNII: RU45X2JN0Z)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-284-63	1 in 1 CARTON	04/03/2026	
1		85 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	04/03/2026	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 3/2026

Colgate-Palmolive Company