

**COLGATE ULTRA BRITE BAKING SODA AND PEROXIDE WHITENING- sodium monofluorophosphate paste, dentifrice**  
Colgate-Palmolive Company

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**Colgate Ultra brite® BS&PW Fluoride Toothpaste**

**Drug Facts**

**Active ingredient**

Sodium monofluorophosphate 0.76% (0.14% 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**

glycerin, hydrated silica, water, sodium bicarbonate, PEG-12, sodium lauryl sulfate, flavor, sodium hydroxide, cellulose gum, carrageenan, sodium saccharin, calcium peroxide, titanium dioxide

**Questions?**

**1-800-468-6502**

*Dist. by:*

**COLGATE-PALMOLIVE COMPANY**

**New York, NY 10022**

**PRINCIPAL DISPLAY PANEL - 170 g Tube Carton**

**COOL MINT**

**Ultra brite<sup>®</sup>**

**ANTICAVITY FLUORIDE TOOTHPASTE**

**NET WT 6.0 OZ (170 g)**

**DEEP CLEANS TEETH**

**Baking Soda**

**& Peroxide**

**Whitening**

**TOOTHPASTE**

**COOL MINT**

# Ultrabrite®

NET WT 6.0 OZ (170g) **ANTICAVITY FLUORIDE TOOTHPASTE**

**DEEP CLEANS TEETH**  
**Baking Soda & Peroxide Whitening TOOTHPASTE**

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**COOL MINT**

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**DEEP CLEANS TEETH**  
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**Ultrabrite® Baking Soda & Peroxide Whitening**

**FRESHENS BREATH** **WHITENS TEETH**  
**FIGHTS CAVITIES**



The deep cleaning power of baking soda and peroxide helps remove daily surface stains.

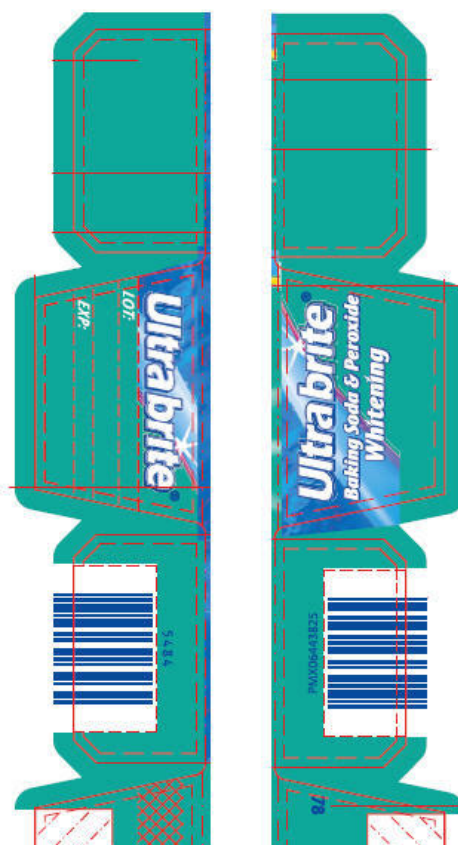


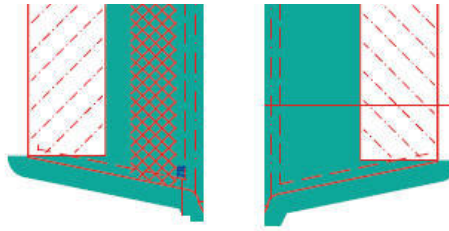
With Ultra brite® Baking Soda & Peroxide Whitening your teeth will look and feel clean and smooth.



With clean, whiter teeth you can smile with confidence.

<p><b>Drug Facts</b></p> <p><b>Active Ingredient</b> Sodium monofluorophosphate 0.76% (0.14% w/v fluoride ion)</p> <p><b>Purpose</b> Anticavity</p> <p><b>Use</b> helps protect against cavities</p> <p><b>Warnings</b> 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.</p>	<p><b>Drug Facts (continued)</b></p> <p><b>Directions</b> adults and children 2 years of age and older children 2 to 6 years children under 2 years</p> <p>brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing) ask a dentist or physician</p> <p><b>Inactive Ingredients</b> glycerin, hydrated silica, water, sodium bicarbonate, PEG-12, sodium lauryl sulfate, flavor, sodium hydroxide, cellulose gum, carrageenan, sodium saccharin, calcium peroxide, titanium dioxide</p> <p><b>Questions?</b> 1-800-458-6502</p>	<p>www.colgate.com Made in Mexico</p> <p>DES. BY COLGATE-PALMOLIVE COMPANY New York, NY 10022</p>  <p>0 35000 5687 4</p>
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## COLGATE ULTRA BRITE BAKING SODA AND PEROXIDE WHITENING

sodium monofluorophosphate paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-916
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM MONOFLUOROPHOSPHATE</b> (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	491.6 mg in 1 g
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SODIUM BICARBONATE</b> (UNII: 8MDF5V39QO)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>CALCIUM PEROXIDE</b> (UNII: 7FRO2ENO91)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

### Product Characteristics

<b>Color</b>	WHITE	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	PEPPERMINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-916-60	1 in 1 CARTON	12/01/2011	
1		170 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	12/01/2011	

**Labeler** - Colgate-Palmolive Company (001344381)

Revised: 12/2019

Colgate-Palmolive Company