

COLGATE OPTIC WHITE PLATINUM STAIN-LESS- sodium monofluorophosphate paste, dentifrice
Mission Hills, S.A. de C.V.

Colgate® Optic White® Platinum™ Stain-Less Toothpaste

Drug Facts

Active ingredient

Sodium monofluorophosphate 0.76% (0.12% 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

propylene glycol, calcium pyrophosphate, PVP, PEG/PPG-116/66 copolymer, PEG-12, glycerin, flavor, hydrogen peroxide, sodium lauryl sulfate, silica, tetrasodium pyrophosphate, disodium pyrophosphate, sodium saccharin, sucralose, BHT

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®

OPTIC

WHITE®

PLATINUM™

ANTICAVITY FLUORIDE TOOTHPASTE

NET WT

3.0 OZ (85 g)

NEW

STAIN-LESS WHITE™

REMOVES DARK STAINS*

COFFEE

WINE

SODA

ENAMEL SAFE

COOL MINT



COLGATE OPTIC WHITE PLATINUM STAIN-LESS

sodium monofluorophosphate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65954-785
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

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

Inactive Ingredients

Ingredient Name	Strength
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	399.8 mg in 1 g
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	
POVIDONE K15 (UNII: E54VE15114)	
PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	

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:65954-785-63	1 in 1 CARTON	11/14/2017	
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:65954-785-32	1 in 1 CARTON	11/01/2021	
2		90 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	11/14/2017	

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

Establishment

Name	Address	ID/FEI	Business Operations
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Mission Hills, S.A. de C.V.		812312122	ANALYSIS(65954-785) , MANUFACTURE(65954-785) , PACK(65954-785) , LABEL(65954-785)
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Revised: 4/2019

Mission Hills, S.A. de C.V.