COLGATE SENSITIVE WHITENING- potassium nitrate and sodium fluoride gel, dentifrice
Colgate-Palmolive Company

Colgate® Sensitive Whitening

Drug Facts

Active ingredients	***Purpose***
Potassium Nitrate 5%	Antisensitivity
Sodium Fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity

Uses

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

Warnings

When using this product, if pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

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.

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 1 minute twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.
children under 12 years	consult a dentist or physician

Inactive ingredients

Water, Glycerin, Hydrated Silica, Sorbitol, PEG-12, PVM/MA Copolymer, Sodium Lauryl Sulfate, Flavor, Poloxamer 407, Trisodium Phosphate, Sodium Hydroxide, Sodium Saccharin, Cellulose Gum, Xanthan Gum, Titanium Dioxide, Blue 1.

Questions?

1-800-468-6502

Dist. by:
***COLGATE-PALMOLIVE** COMPANY*
New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®
Anticavity Toothpaste for Sensitive Teeth

Clean
Spearmint Flavor
GEL

SENSITIVE
Whitening

POTASSIUM NITRATE:
#1 Dentist[1] Recommended
Active Ingredient For
Sensitivity Relief

NET WT
6.0 OZ (170 g)

COLGATE SENSITIVE WHITENING

potassium nitrate and sodium fluoride gel, dentifrice

Product Information			
Product Type	HUMAN OTC DRUG	**Item Code (Source)**	NDC:35000-131
Route of Administration	DENTAL		

Active Ingredient/Active Moiety		
Ingredient Name	**Basis of Strength**	**Strength**
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients	
Ingredient Name	**Strength**
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	

POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW) (UNII: 9F20VSM0VU)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
SODIUM PHOSPHATE, TRIBASIC, DODECAHYDRATE (UNII: B70850QPHR)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	

Product Characteristics

Color		**Score**	
Shape		**Size**	
Flavor	SPEARMINT	**Imprint Code**	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-131-60	1 in 1 CARTON	01/01/2026	
1		170 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-131-34	2 in 1 CARTON	01/01/2026	
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-131-46	1 in 1 CARTON	01/01/2026	
3		130 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	M022	01/01/2026	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 1/2026 Colgate-Palmolive Company