

COLGATE TOTAL SF WHITENING- stannous fluoride gel, dentifrice
Colgate-Palmolive Company

Colgate® Total SF Whitening

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

Sorbitol, Water, Hydrated Silica, Glycerin, Sodium Lauryl Sulfate, Flavor, Tetrasodium Pyrophosphate, Cellulose Gum, Potassium Nitrate, Sodium Saccharin, Xanthan Gum, Cocamidopropyl Betaine, Blue 1.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE CO.

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Total

ACTIVE PREVENTION

Fight Root

Cause[†] of:

Gingivitis ✓

Plaque ✓

Tartar ✓

Cavities ✓

Sensitivity ✓

Bad Breath ✓

Enamel Erosion ✓

Stains ✓

WHITENING

GEL

CLINICALLY

PROVEN

ANTIBACTERIAL

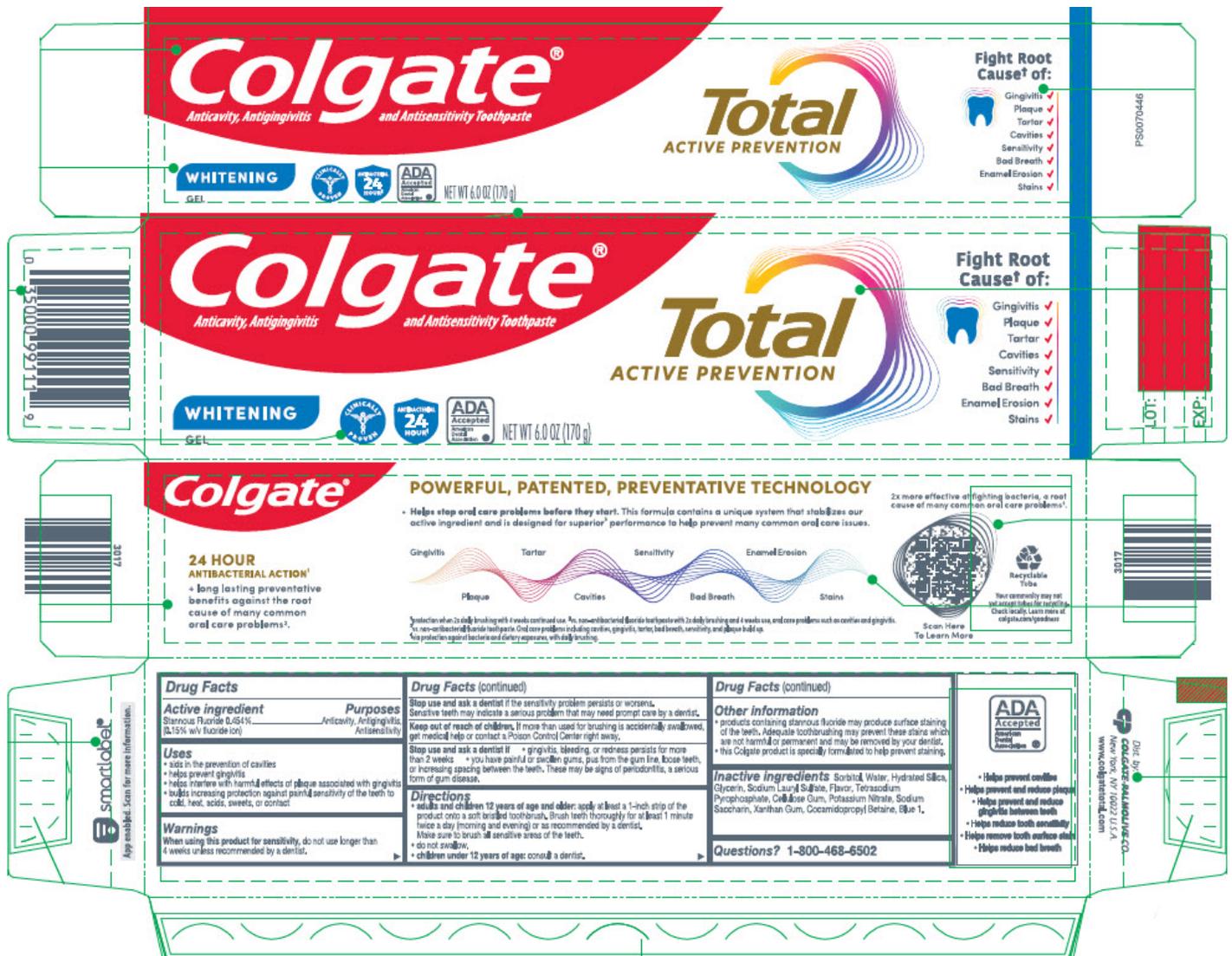
24

HOUR¹

ADA

Accepted
American
Dental
Association ®

NET WT 6.0 OZ (170 g)



COLGATE TOTAL SF WHITENING

stannous fluoride gel, dentifrice

Product Information

| | | | |
|--------------------------------|----------------|---------------------------|---------------|
| Product Type | HUMAN OTC DRUG | Item Code (Source) | NDC:35000-275 |
| 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 |
|--|----------|
| SORBITOL (UNII: 506T60A25R) | |
| WATER (UNII: 059QF0KO0R) | |
| HYDRATED SILICA (UNII: Y6O7T4G8P9) | |
| 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) | |
| FD&C BLUE NO. 1 (UNII: H3R47K3TBD) | |

Product Characteristics

| | | | |
|-----------------|-------------|---------------------|--|
| Color | WHITE, BLUE | Score | |
| Shape | | Size | |
| Flavor | MINT | Imprint Code | |
| Contains | | | |

Packaging

| # | Item Code | Package Description | Marketing Start Date | Marketing End Date |
|---|------------------|--|----------------------|--------------------|
| 1 | NDC:35000-275-60 | 1 in 1 CARTON | 10/18/2024 | |
| 1 | | 170 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 2 | NDC:35000-275-32 | 1 in 1 CARTON | 10/18/2024 | |
| 2 | | 93 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 3 | NDC:35000-275-47 | 1 in 1 CARTON | 10/18/2024 | |
| 3 | | 144 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 4 | NDC:35000-275-65 | 2 in 1 CARTON | 10/18/2024 | |
| 4 | | 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 | 10/18/2024 | |

Labeler - Colgate-Palmolive Company (001344381)

Revised: 10/2024

Colgate-Palmolive Company