

**COLGATE TOTAL SF ADVANCED FRESH PLUS WHITENING GEL- stannous fluoride paste, dentifrice**  
**Colgate-Palmolive Company**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Colgate® Total™<sup>SF</sup> Advanced Fresh + Whitening Gel**

**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, PEG-12, tetrasodium pyrophosphate, sodium lauryl sulfate, flavor, microcrystalline cellulose, sodium citrate, zinc phosphate, cellulose gum, sodium saccharin, cocamidopropyl betaine, propylene glycol, xanthan gum, citric acid, sucralose, mica, titanium dioxide, blue 1, yellow 10

### **Questions?**

**1-800-468-6502**

*Dist. by:*

**COLGATE-PALMOLIVE CO.**

*New York, NY 10022 U.S.A.*

### **PRINCIPAL DISPLAY PANEL - 96 g Tube Carton**

NEW ACTIVE INGREDIENT  
STANNOUS FLUORIDE

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Total™<sup>SF</sup>

WHOLE MOUTH HEALTH

ADVANCED

FRESH +

WHITENING

Gel

☐CAVITIES ☐PLAQUE ☐GINGIVITIS ☐ENAMEL ☐TARTAR ☐BREATH ☐WHITENS  
now with SENSITIVITY RELIEF

PROTECTS TEETH, TONGUE, CHEEKS & GUMS

SEE NEW INFORMATION AND DIRECTIONS

NET WT 3.4 OZ (96 g)

# Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

✓ CAVITIES ✓ PLAQUE ✓ GINGIVITIS ✓ ENAMEL ✓ TARTAR ✓ BREATH ✓ WHITENS  
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Gel

Colgate® Total<sup>SF</sup>  
WHOLE MOUTH HEALTH

WHOLE MOUTH HEALTH<sup>®</sup>  
PROTECTS

✓ TEETH ✓ TONGUE ✓ CHEEKS ✓ GUMS

\*Helps reduce plaque that leads to gingivitis; fortifies enamel; helps relieve sensitivity with continued use. Not intended for prevention or treatment of more serious oral conditions.



ADVANCED FRESH +  
WHITENING

Freshens breath for  
12 hours & whitens teeth

With FreshXtend™ Technology

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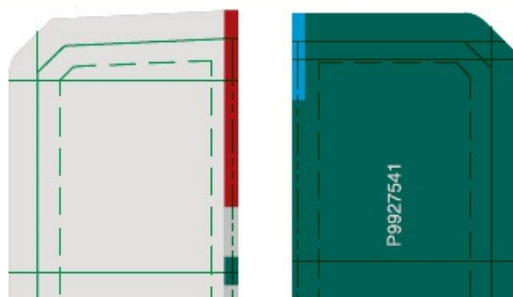
#### Questions? 1-800-468-6502

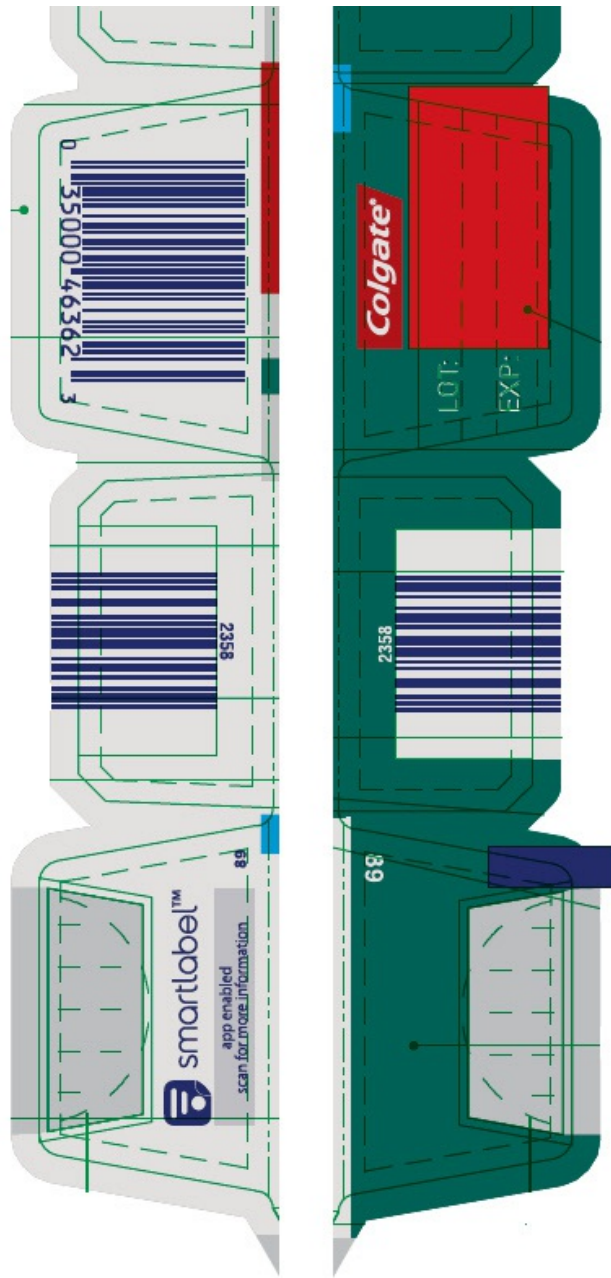
Dist. by:  
**COLGATE-PALMOLIVE CO.**  
New York, NY 10022 U.S.A.  
[www.colgatetotal.com](http://www.colgatetotal.com)

**SAVE WATER**  
[www.colgate.com/savewater](http://www.colgate.com/savewater)

GLUTEN FREE

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





## COLGATE TOTAL SF ADVANCED FRESH PLUS WHITENING GEL

stannous fluoride paste, dentifrice

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-170
Route of Administration	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
MICROCRYSTALLINE CELLULOSE (UNII: OP1R32D61U)	
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)	
ZINC PHOSPHATE (UNII: 1E2MCT2M62)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: HBR47K3TBD)	
D&C YELLOW NO. 10 (UNII: 35SW5USQ3G)	

### Product Characteristics

Color	GREEN	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-170-93	1 in 1 CARTON	11/01/2018	
1		96 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-170-47	1 in 1 CARTON	11/01/2018	
2		144 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-170-65	2 in 1 CARTON	11/01/2018	
3		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 FINAL	part355	11/01/2018	

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

<b>Establishment</b>			
<b>Name</b>	<b>Address</b>	<b>ID/FEI</b>	<b>Business Operations</b>
Colgate-Palmolive		785047999	MANUFACTURE(35000-170)

Revised: 12/2019

Colgate-Palmolive Company