

COLGATE SENSITIVE PRO RELIEF- sodium fluoride and potassium nitrate 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.

Colgate® Sensitive Pro Relief™ Base 4.0oz Fluoride Toothpaste

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, hydrated silica, glycerin, sorbitol, PEG-12, PVM/MA copolymer, sodium lauryl sulfate, flavor, poloxamer 407, trisodium phosphate, sodium hydroxide, cellulose gum, sodium saccharin, xanthan gum, titanium dioxide

Questions?

1-800-468-6502

Dist by:

COLGATE-PALMOLIVE COMPANY
New York, NY 10022

PRINCIPAL DISPLAY PANEL - 113 g Tube Carton

Colgate®
Fluoride Toothpaste for Sensitive Teeth

24/7
Protection*

Sensitive Pro-Relief™

CLINICALLY PROVEN sensitivity relief

NET WT 4.0 OZ (113 g)

Fresh Mint

Colgate®

Fluoride Toothpaste for Sensitive Teeth

24/7
Protection*



Sensitive Pro-Relief™

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www.colgatesensitiveprorelief.com
Made in Mexico

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022

Penetrates to the nerve for long-lasting relief!*

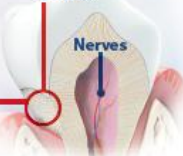
Where does sensitive tooth pain come from?

Receding gums and damage to your enamel can expose thousands of microscopic channels which lead to your tooth's nerve center. When your teeth make contact with something hot, cold or sweet, sensations are carried down these channels directly to the nerves, causing pain.

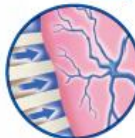
Exposed nerves are the source of painful sensitivity.



Exposed dentin tubules



A lasting "protective shield" helps prevent sensitivity pain from returning.

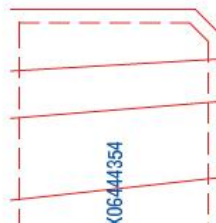
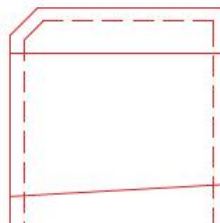


How does Colgate Sensitive Pro-Relief® toothpaste work?

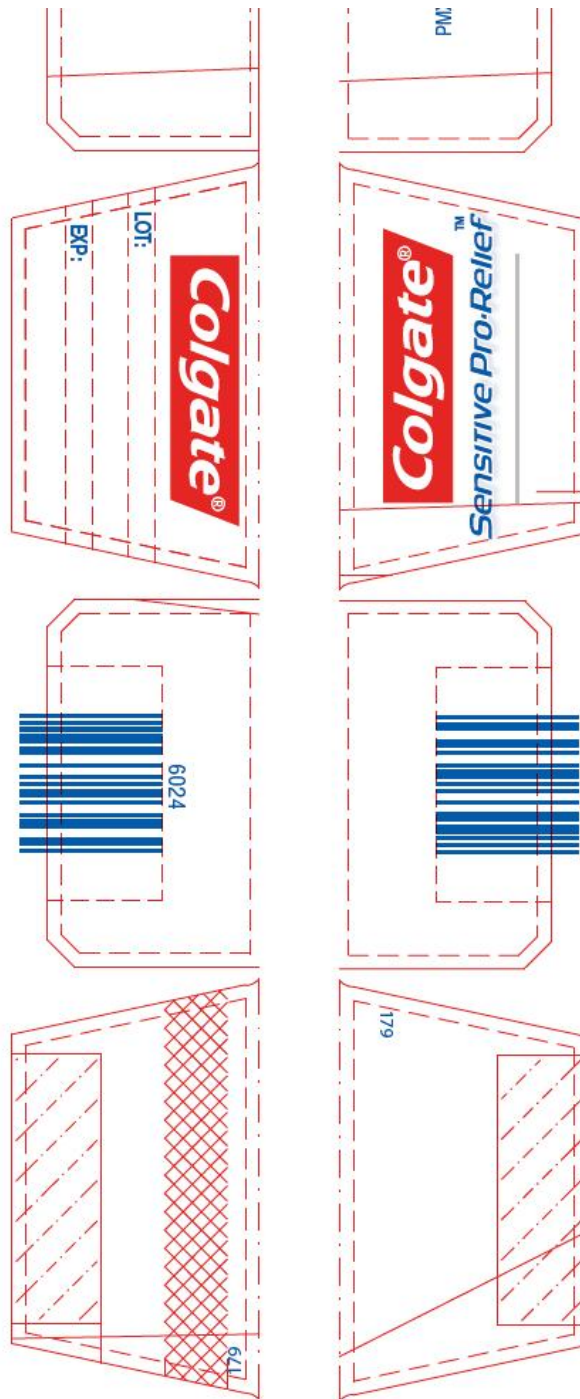
- Colgate Sensitive Pro-Relief® is a clinically proven formula that works fast, within 2 weeks, to provide relief to the nerve and builds a protective shield to help prevent painful sensitivity flare-ups when used as directed.
- Provides fast-acting and long-lasting relief with regular use.



*with continued use



X06-441354



COLGATE SENSITIVE PRO RELIEF

sodium fluoride and potassium nitrate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-944
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.4 mg in 1 g

POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)

POTASSIUM NITRATE

50 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
HYDRATED SILICA (UNII: Y6O7T4G8P9)	180 mg in 1 g
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
BUTYL ESTER OF METHYL VINYL ETHER/MALEIC ANHYDRIDE COPOLYMER (125000 MW) (UNII: 389H2R62BD)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
PHOSPHATE ION (UNII: NK08V8K8HR)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	WHITE	Score	
Shape		Size	
Flavor	SPEARMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-944-69	1 in 1 CARTON	09/06/2010	
1		113 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 NOT FINAL	part356	09/06/2010	

Labeler - Colgate-Palmolive Company (001344381)