

COLGATE TOTAL WHITENING CHARCOAL- stannous fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Total Whitening Charcoal

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, Flavor, Sodium Lauryl Sulfate, Zinc Phosphate, Cellulose Gum, Sodium Citrate, Microcrystalline Cellulose, Sodium Saccharin, Cocamidopropyl Betaine, Xanthan Gum, Citric Acid, Charcoal Powder, Sucralose, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE CO.

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 144 g Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

✓CAVITIES ✓PLAQUE ✓GINGIVITIS ✓ENAMEL

✓TARTAR ✓FRESH BREATH ✓WHITENS ✓SENSITIVITY RELIEF

Total

24

HR

ANTIBACTERIAL
PROTECTION†

WHITENING

+ CHARCOAL

NET WT 5.1 OZ (144 g)

Paste



- ✓ CAVITIES ✓ PLAQUE ✓ GINGIVITIS ✓ ENAMEL
- ✓ TARTAR ✓ FRESH BREATH ✓ WHITENS ✓ SENSITIVITY RELIEF

24 HR ANTIBACTERIAL PROTECTION*

WHITENING + CHARCOAL

NET WT 5.1 OZ (144 g)

PASTE



- ✓ CAVITIES ✓ PLAQUE ✓ GINGIVITIS ✓ ENAMEL
- ✓ TARTAR ✓ FRESH BREATH ✓ WHITENS ✓ SENSITIVITY RELIEF

24 HR ANTIBACTERIAL PROTECTION*

WHITENING + CHARCOAL

NET WT 5.1 OZ (144 g)

PASTE



Whole Mouth Health[†]
Fights bacteria on:

- ☑ TEETH ☑ TONGUE
- ☑ CHEEKS ☑ GUMS

GLUTEN FREE SUGAR FREE RESPONSIBLY MADE[‡]



- ☑ Whitens Teeth
- ☑ Protects Sensitive Teeth
- ☑ Prevents Cavities
- ☑ Freshens Breath
- ☑ Helps Repair Early Enamel Damage
- ☑ Helps Reverse Early Gum Damage
- ☑ Helps Prevent Plaque Bacteria
- ☑ Fights Tartar

Drug Facts		Drug Facts (continued)		Drug Facts (continued)	
Active ingredient Stannous Fluoride 0.454% (0.15% w/v fluoride ion)		Purposes Anticavity, Antigingivitis, Antisensitivity		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.	
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		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. • do not swallow. • children under 12 years of age: consult a dentist.		Inactive ingredients Water, Sorbitol, Hydrated Silica, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Flavor, Sodium Lauryl Sulfate, Zinc Phosphate, Cellulose Gum, Sodium Citrate, Microcrystalline Cellulose, Sodium Saccharin, Cocamidopropyl Betaine, Xanthan Gum, Citric Acid, Charcoal Powder, Sucralose, Titanium Dioxide.	
Warnings When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.		Questions? 1-800-468-6502		PROUDLY MADE BY AMERICAN WORKERS	

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SAVE WATER
turn off the tap while brushing

Recyclable Tube
Your community may not yet accept tubes for recycling. Check locally. Learn more at Colgate.com/goodness

[†]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. [‡]With twice daily brushing after 4 weeks of use. \$To learn more, visit www.colgatepalmolive.com/responsibly-made





COLGATE TOTAL WHITENING CHARCOAL

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-571
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
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)	
ZINC PHOSPHATE (UNII: 1E2MCT2M62)	
CARBOXYMETHYLCELLULOSE (UNII: 05JZI7B19X)	
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)	
MICROCRYSTALLINE CELLULOSE (UNII: OP1R32D61U)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)	
ACTIVATED CHARCOAL (UNII: 2P3VWU3H10)	

SUCRALOSE (UNII: 96K6UQ3ZD4)

TITANIUM DIOXIDE (UNII: 15FIX9V2JP)

Product Characteristics

Color	WHITE (Black Stripe)	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-571-48	1 in 1 CARTON	12/10/2020	12/30/2024
1		136 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-571-96	2 in 1 CARTON	12/11/2020	12/30/2024
2		136 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-571-32	1 in 1 CARTON	01/20/2021	
3		93 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-571-65	2 in 1 CARTON	12/08/2021	
4		144 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-571-66	1 in 1 CARTON	12/27/2021	
5		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	12/10/2020	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 1/2024

Colgate-Palmolive Company