

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

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**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



**WHITENING  
+ CHARCOAL**

NET WT 5.1 OZ (144 g) PASTE



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



**WHITENING  
+ CHARCOAL**

NET WT 5.1 OZ (144 g) PASTE



**Whole Mouth Health<sup>†</sup>**  
Fights bacteria on:

- ☑ TEETH ☑ TONGUE
- ☑ CHEEKS ☑ GUMS

**GLUTEN FREE SUGAR FREE**  
RESPONSIBLY MADE<sup>‡</sup>



- ☑ 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

<b>Drug Facts</b>		<b>Drug Facts (continued)</b>		<b>Drug Facts (continued)</b>	
<b>Active ingredient</b> Stannous Fluoride 0.454% (0.15% w/v fluoride ion)		<b>Purposes</b> Anticavity, Antigingivitis, Antisensitivity		<b>Other information</b> • 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.	
<b>Uses</b> • 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		<b>Directions</b> • 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.		<b>Inactive ingredients</b> 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.	
<b>Warnings</b> When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.				<b>Questions?</b> 1-800-468-6502	

**PROUDLY MADE BY AMERICAN WORKERS**



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





## COLGATE TOTAL WHITENING CHARCOAL

stannous fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-571
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>STANNOUS FLUORIDE</b> (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>ZINC PHOSPHATE</b> (UNII: 1E2MCT2M62)	
<b>CARBOXYMETHYLCELLULOSE</b> (UNII: 05JZI7B19X)	
<b>SODIUM CITRATE, UNSPECIFIED FORM</b> (UNII: 1Q73Q2JULR)	
<b>MICROCRYSTALLINE CELLULOSE</b> (UNII: OP1R32D61U)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>ANHYDROUS CITRIC ACID</b> (UNII: XF417D3PSL)	
<b>ACTIVATED CHARCOAL</b> (UNII: 2P3VWU3H10)	

<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

### Product Characteristics

<b>Color</b>	WHITE (Black Stripe)	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### 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	12/31/2026
3		93 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-571-65	2 in 1 CARTON	12/08/2021	12/31/2026
4		144 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-571-66	1 in 1 CARTON	12/27/2021	12/31/2026
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	12/31/2026

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

Revised: 9/2024

Colgate-Palmolive Company