

**COLGATE TOTAL ADVANCED DEEP CLEAN- sodium fluoride and triclosan paste, dentifrice**

**Colgate-Palmolive Company**

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**Colgate® Total® Advanced Deep Clean Paste**

***Drug Facts***

| <b><i>Active ingredients</i></b>               | <b><i>Purpose</i></b> |
|--|-----------------------|
| Sodium Fluoride 0.24% (0.15% w/v fluoride ion) | Anticavity            |
| Triclosan 0.30%                                | Antigingivitis        |

**Uses**

aids in the prevention of:

- cavities
- plaque
- gingivitis

**Warnings**

**Keep out of the reach of children under 6 years of age.**

If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Ask a dentist before use if you have**

- bleeding or redness lasting more than 2 weeks
- pain, swelling, pus, loose teeth, or more spacing between teeth

These may be signs of periodontitis, a serious form of gum disease.

**Directions**

supervise children as necessary until capable of using without supervision.

|  |  |
|--|--|
| adults and children 6 years of age and older | brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or a physician |
| children under 12 years                      | instruct in good brushing and rinsing habits (to minimize swallowing)  |
| children under 6 years                       | do not use unless directed by a dentist or a physician   |

Anti plaque and antigingivitis use not proven in children.

**Inactive ingredients**

Hydrated silica, water, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, flavor, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, titanium dioxide

**Questions or comments?**

**Call toll-free 1-800-468-6502**

*Dist. by:*

**COLGATE-PALMOLIVE COMPANY**

*New York, NY 10022*

**PRINCIPAL DISPLAY PANEL - 164 g Tube Carton**

**Colgate®**

***Anticavity Fluoride and Antigingivitis Toothpaste***

**EXTRA CLEAN**

**Total®**

**ADA**

**Accepted**

**American**

**Dental**

**Association ®**

**ADVANCED DEEP CLEAN**

**NET WT 5.8 OZ (164 g)**

**FOR AN EXTRA CLEAN & HEALTHY MOUTH**

- ▣ **CAVITIES**
- ▣ **PLAQUE**
- ▣ **GINGIVITIS**
- ▣ **ENAMEL**
- ▣ **TARTAR**
- ▣ **BREATH**
- ▣ **WHITENS**

**Paste**

# Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste



- ✓ CAVITIES
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
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## ADVANCED DEEP CLEAN

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### ADVANCED DEEP CLEAN

- CONTAINS AN ADVANCED CLEANING SYSTEM FOR AN EXTRA CLEAN & HEALTHY MOUTH
- WHITENS TEETH WITH AN ADVANCED CLEANING INGREDIENT THAT GENTLY REMOVES SURFACE STAINS



*"The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Deep Clean toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis and plaque above the gumline and bad breath, and to whiten teeth by removing surface stains, when used as directed."*



Turning off your water while brushing your teeth can save up to 4 gallons of water each time you brush!

Colgate Total® is uniquely formulated to:

- Help prevent cavities
- Help prevent gingivitis
- Help prevent plaque buildup
- And also:
  - Fight tartar buildup
  - Fight bad breath

#### Drug Facts

##### Active ingredients

Sodium Fluoride 0.24% (0.15% w/v fluoride ion)  
Triclosan 0.30%

##### Purpose

Anticavity  
Antigingivitis

##### Uses

aids in the prevention of:  
• cavities • plaque • gingivitis

##### Warnings

Keep out of the reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

##### Ask a dentist before use if you have

- bleeding or redness lasting more than 2 weeks
  - pain, swelling, pus, loose teeth, or more spacing between teeth
- These may be signs of periodontitis, a serious form of gum disease.

#### Drug Facts (continued)

**Directions** supervise children as necessary until capable of using without supervision, adults and children 6 years of age and older brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or a physician

children under 12 years instruct in good brushing and rinsing habits (to minimize swallowing)

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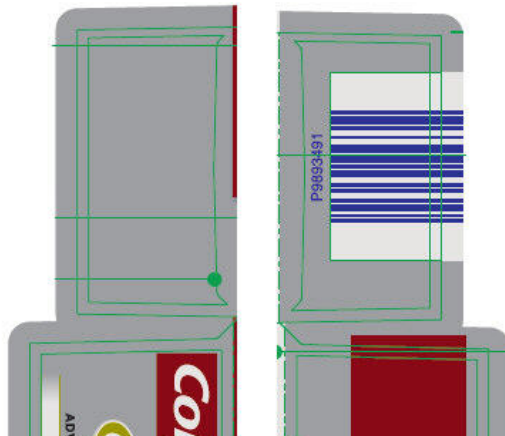
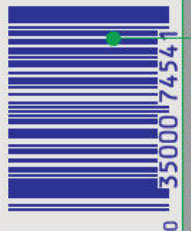
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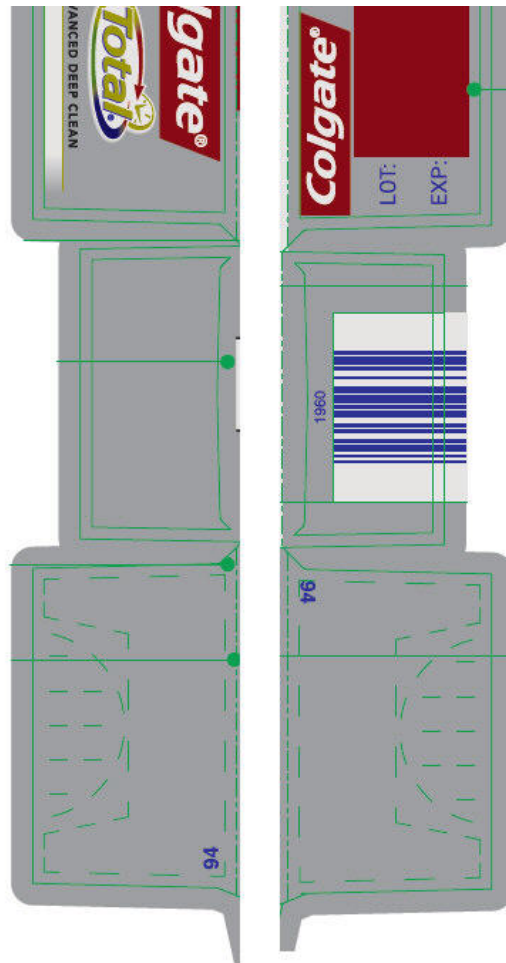
**Inactive ingredients** Hydrated silica, water, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, flavor, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, titanium dioxide

Questions or comments? Call toll-free 1-800-468-6502

www.colgate.com  
MADE IN U.S.A.

Div. of PALLADIUM COMPANY  
New York, NY 10022





## COLGATE TOTAL ADVANCED DEEP CLEAN

sodium fluoride and triclosan paste, dentifrice

### Product Information

|                                |                |                           |               |
|--------------------------------|----------------|---------------------------|---------------|
| <b>Product Type</b>            | HUMAN OTC DRUG | <b>Item Code (Source)</b> | NDC:35000-353 |
| <b>Route of Administration</b> | DENTAL         |                           |               |

### Active Ingredient/Active Moiety

| Ingredient Name  | Basis of Strength | Strength      |
|--|-------------------|---------------|
| <b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION      | 2.4 mg in 1 g |
| <b>TRICLOSAN</b> (UNII: 4NM5039Y5X) (TRICLOSAN - UNII:4NM5039Y5X)          | TRICLOSAN         | 3 mg in 1 g   |

### Inactive Ingredients

| Ingredient Name  | Strength |
|--|----------|
| <b>WATER</b> (UNII: 059QF0KO0R)  |          |
| <b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)  |          |
| <b>GLYCERIN</b> (UNII: PDC6A3C0OX)   |          |
| <b>SORBITOL</b> (UNII: 506T60A25R)   |          |
| <b>BUTYL ESTER OF METHYL VINYL ETHER/MALEIC ANHYDRIDE COPOLYMER (125000 MW)</b> (UNII: 389H2R62BD) |          |
| <b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)  |          |

|   |  |
|---|--|
| <b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)                                |  |
| <b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)                                |  |
| <b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)                                |  |
| <b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM</b> (UNII: K679OBS311) |  |
| <b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)                                |  |
| <b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)                                     |  |

### Product Characteristics

|                 |       |                     |  |
|-----------------|-------|---------------------|--|
| <b>Color</b>    | GREEN | <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:35000-353-69 | 1 in 1 CARTON                                      | 12/04/2007           | 01/01/2022         |
| 1 |                  | 113 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |
| 2 | NDC:35000-353-66 | 1 in 1 CARTON                                      | 12/04/2007           | 01/01/2022         |
| 2 |                  | 164 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |
| 3 | NDC:35000-353-76 | 1 in 1 CARTON                                      | 12/04/2007           | 11/03/2014         |
| 3 |                  | 215 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |
| 4 | NDC:35000-353-78 | 1 in 1 CARTON                                      | 12/04/2007           | 02/08/2011         |
| 4 |                  | 221 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 |
|--------------------|--|----------------------|--------------------|
| NDA                | NDA020231                                | 12/04/2007           |                    |

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

### Establishment

| Name              | Address | ID/FEI    | Business Operations    |
|-------------------|---------|-----------|------------------------|
| Colgate-Palmolive |         | 785047999 | MANUFACTURE(35000-353) |