

**COLGATE OPTIC WHITE PLATINUM STAIN-LESS- sodium monofluorophosphate paste, dentifrice**  
**Colgate-Palmolive Company**

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**Colgate® Optic White® Platinum™ Stain-Less Toothpaste**

**Drug Facts**

**Active ingredient**

Sodium monofluorophosphate 0.76% (0.12% w/v fluoride ion)

**Purpose**

Anticavity

**Use**

helps protect against cavities

**Warnings**

**Keep out of 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.

**Directions**

adults and children 2 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 physician
children 2 to 6 years	use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

**Inactive ingredients**

propylene glycol, calcium pyrophosphate, PVP, PEG/PPG-116/66 copolymer, PEG-12, glycerin, flavor, hydrogen peroxide, sodium lauryl sulfate, silica, tetrasodium pyrophosphate, disodium pyrophosphate, sodium saccharin, sucralose, BHT

**Questions?**

**1-800-468-6502**

*Dist. by:*

**COLGATE-PALMOLIVE COMPANY**

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

**PRINCIPAL DISPLAY PANEL - 85 g Tube Carton**

**Colgate®**

**OPTIC**

**WHITE®**

**PLATINUM™**

ANTICAVITY FLUORIDE TOOTHPASTE

**NET WT**

**3.0 OZ (85 g)**

**NEW**

**STAIN-LESS WHITE™**

**REMOVES DARK STAINS\***

**COFFEE**

**WINE**

**SODA**

ENAMEL SAFE

COOL MINT



## COLGATE OPTIC WHITE PLATINUM STAIN-LESS

sodium monofluorophosphate paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-973
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM MONOFLUOROPHOSPHATE</b> (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	399.8 mg in 1 g
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	
POVIDONE K15 (UNII: E54VE15114)	
PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	

## Product Characteristics

Color	WHITE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-973-63	1 in 1 CARTON	11/14/2017	12/31/2021
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-973-32	1 in 1 CARTON	12/06/2021	
2		90 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	11/14/2017	

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