

COLGATE TOTAL WHITENING- sodium fluoride and triclosan paste, dentifrice
Colgate-Palmolive Company

Colgate® Total® Whitening Gel

Drug Facts

Active ingredients	Purpose
Sodium Fluoride 0.24% (0.14% 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

Water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, flavor, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1

Questions or comments?

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

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste

Total®

ADA

Accepted

American

Dental

Association®

WHITENING

NET WT 4.2 OZ (119 g)

HELPS REMOVE & PREVENT STAINS

- ☐ **CAVITIES**
 - ☐ **PLAQUE**
 - ☐ **GINGIVITIS**
 - ☐ **ENAMEL**
 - ☐ **TARTAR**
 - ☐ **BREATH**
 - ☐ **WHITENS**
- G I

Colgate[®]
Anticavity Fluoride and Antigingivitis Toothpaste



- ✓ CAVITIES
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
- ✓ WHITENS



• **WHITENING**

NET WT 4.2 OZ (119 g) HELPS REMOVE & PREVENT STAINS

Colgate[®]
Anticavity Fluoride and Antigingivitis Toothpaste



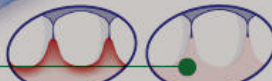
- ✓ CAVITIES
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
- ✓ WHITENS



WHITENING

NET WT 4.2 OZ (119 g) HELPS REMOVE & PREVENT STAINS

Colgate[®]



WHITENING GEL

As soon as you finish brushing, bacteria start to build up on your teeth and cause:

- Cavities • Gingivitis • Plaque and also: Tartar • Bad Breath

Colgate Total[®] Whitening is uniquely formulated for gingivitis and cavity protection. It whitens teeth by gently removing surface stains.

Brush at least twice a day and you'll know your teeth are cleaner, whiter and your breath will be fresher around the clock. For a naturally beautiful smile and a clean mouth.



"The ADA Council on Scientific Affairs' Acceptance of Colgate Total Whitening 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!

Dist. by: **COLGATE-PALMOLIVE COMPANY**
New York, NY 10022
www.colgatetotal.com **MADE IN U.S.A.**

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Drug Facts (continued)

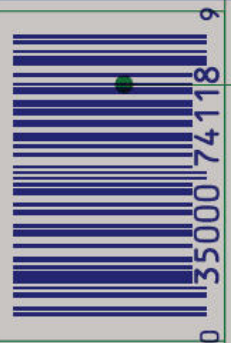
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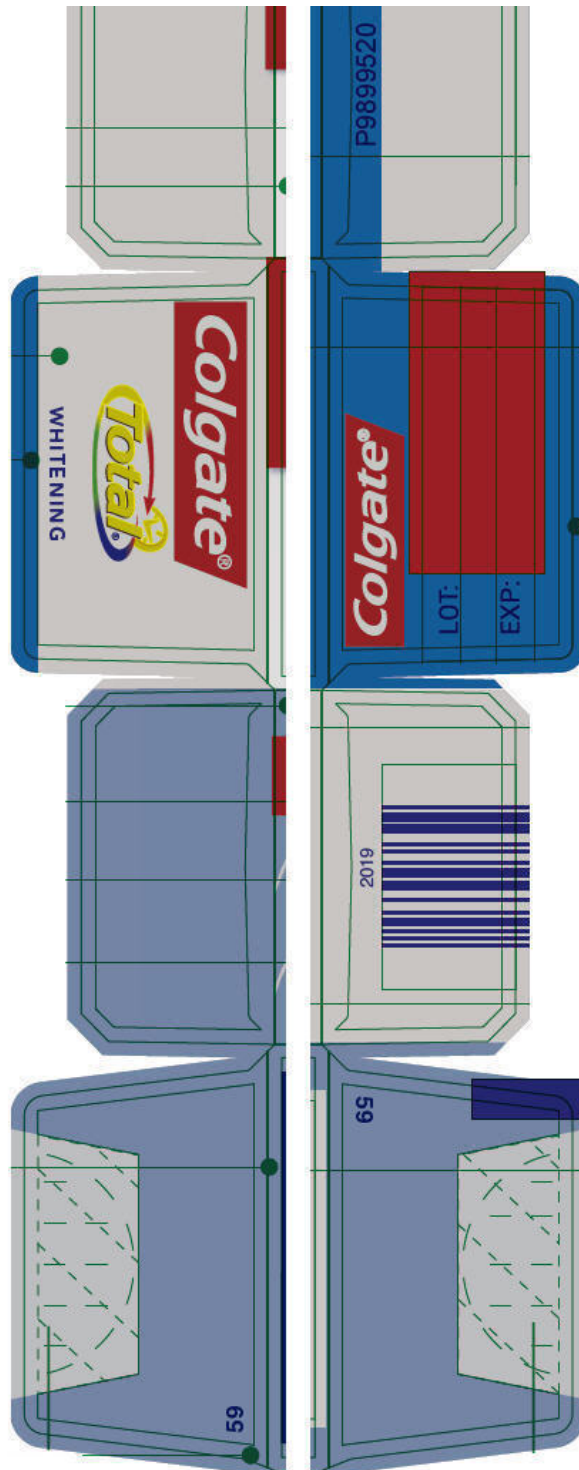
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COLGATE TOTAL WHITENING

sodium fluoride and triclosan paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-002
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g
TRICLOSAN (UNII: 4NM5039Y5X) (TRICLOSAN - UNII:4NM5039Y5X)	TRICLOSAN	3 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITOL (UNII: 506T60A25R)	
BUTYL ESTER OF METHYL VINYL ETHER/MALEIC ANHYDRIDE COPOLYMER (125000 MW) (UNII: 389H2R62BD)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
FD&C BLUE NO. 1 (UNII: HBR47K3TBD)	

Product Characteristics

Color	BLUE, WHITE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-002-42	1 in 1 CARTON	09/20/2010	01/01/2022
1		119 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-002-34	2 in 1 CARTON	09/20/2010	01/01/2022
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-002-60	1 in 1 CARTON	09/20/2010	01/01/2022
3		170 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-002-71	1 in 1 CARTON	09/20/2010	02/23/2011
4		204 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-002-78	1 in 1 CARTON	09/20/2010	01/01/2022
5		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	09/20/2010	

Labeler - Colgate-Palmolive Company (001344381)

Establishment

Name	Address	ID/FEI	Business Operations
Colgate-Palmolive		785047999	MANUFACTURE(35000-002)

Revised: 12/2019

Colgate-Palmolive Company