

COLGATE OPTIC WHITE CHARCOAL- sodium fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Optic White® Charcoal

Drug Facts

Active ingredient

Sodium Fluoride
0.24% (0.15% 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

Water, Hydrated Silica, Sorbitol, Glycerin, PEG-12, Pentasodium Triphosphate, Tetrapotassium Pyrophosphate, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Cocamidopropyl Betaine, Sodium Saccharin, Xanthan Gum, Charcoal Powder, Sodium Hydroxide, Blue 1, Red 40, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

NEW

Colgate®

Anticavity Fluoride Toothpaste

OPTIC

WHITE®

WITH CHARCOAL

REMOVES 6X MORE SURFACE STAINS*
WITH MICRO-POLISHING ACTION

COOL MINT PASTE

ENAMEL SAFE

NET WT 4.2 OZ (119 g)

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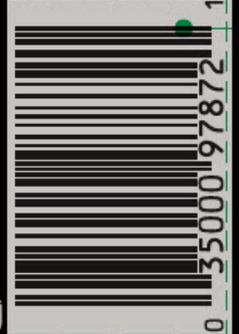
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GLUTEN FREE

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgateopticwhite.com
Made in Mexico

smartlabel® app enabled



Colgate®

NEW

OPTIC WHITE®

WITH CHARCOAL



MICRO-POLISHING ACTION SAFELY REMOVES SURFACE STAINS



REMOVES 6X MORE SURFACE STAINS*



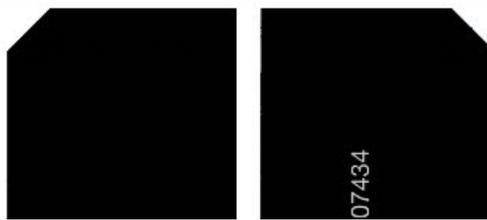
ENAMEL SAFE

SAVE WATER
turn off the tap while brushing



COOL MINT PASTE

*vs. ordinary, non-whitening toothpaste after 2 weeks of continued use



07434



COLGATE OPTIC WHITE CHARCOAL

sodium fluoride paste, dentifrice

Product Information

| | | | |
|--------------------------------|----------------|---------------------------|---------------|
| Product Type | HUMAN OTC DRUG | Item Code (Source) | NDC:35000-988 |
| Route of Administration | DENTAL | | |

Active Ingredient/Active Moiety

| Ingredient Name | Basis of Strength | Strength |
|--|-------------------|---------------|
| SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080) | FLUORIDE ION | 1.1 mg in 1 g |

Inactive Ingredients

| Ingredient Name | Strength |
|--|------------------|
| WATER (UNII: 059QF0K00R) | 191.18 mg in 1 g |
| HYDRATED SILICA (UNII: Y6O7T4G8P9) | |
| SORBITOL (UNII: 506T60A25R) | |
| GLYCERIN (UNII: PDC6A3C0OX) | |
| POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9) | |
| SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ) | |
| POTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G) | |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J) | |
| CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311) | |
| COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX) | |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY) | |
| XANTHAN GUM (UNII: TTV12P4NEE) | |
| SODIUM HYDROXIDE (UNII: 55X04QC32I) | |
| ACTIVATED CHARCOAL (UNII: 2P3VWU3H10) | |
| FD&C BLUE NO. 1 (UNII: H3R47K3TBD) | |
| FD&C RED NO. 40 (UNII: WZB9127XOA) | |
| TITANIUM DIOXIDE (UNII: 15FIX9V2JP) | |

Product Characteristics

| | | | |
|-----------------|-------------|---------------------|--|
| Color | GRAY, WHITE | Score | |
| Shape | | Size | |
| Flavor | MINT | Imprint Code | |
| Contains | | | |

Packaging

| # | Item Code | Package Description | Marketing Start Date | Marketing End Date |
|---|------------------|---|----------------------|--------------------|
| 1 | NDC:35000-988-71 | 1 in 1 CARTON | 05/05/2020 | |
| 1 | | 119 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 2 | NDC:35000-988-78 | 1 in 1 CARTON | 02/21/2022 | |
| 2 | | 70.8 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 | 05/05/2020 | |

Labeler - Colgate-Palmolive Company (001344381)

Revised: 12/2019

Colgate-Palmolive Company