

COLGATE SENSITIVE COMPLETE PROTECTION- potassium nitrate and sodium fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Sensitive Complete Protection

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
Potassium Nitrate 5%	Antisensitivity
Sodium Fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity

Uses

- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- helps protect against cavities

Warnings

When using this product, if pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

Stop use and ask a dentist if the 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.

Directions

adults and children 12 years of age and older	apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.
children under 12 years	consult a dentist or physician

Inactive ingredients

Water, Glycerin, Hydrated Silica, Sorbitol, PEG-12, Tetrapotassium Pyrophosphate, PVM/MA Copolymer, Flavor, Sodium Lauryl Sulfate, Poloxamer 407, Sodium Hydroxide, Sodium Saccharin, Cellulose Gum, Xanthan Gum, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®

Anticavity Toothpaste for Sensitive Teeth

2

VALUE

PACK

Soothing

Spearmint Flavor

SENSITIVE

Complete Protection

POTASSIUM NITRATE:

#1 Dentist¹ Recommended

Active Ingredient For

Sensitivity Relief

PASTE

TWO 6.0 OZ (170 g) TUBES

TOTAL NET WT 12 OZ (340 g)

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Your community may not yet accept
recycling for this product. Check locally.
Learn more at colgate.com/recycling



TURN OFF
THE TAP
every drop counts

Dis. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10017
www.colgate.com
Patented: cpgpatents.com



Based on a 2024 survey of Dental Professionals, including Dentists and Dental Hygienists (IPSO US Toothpaste Claims Survey); these findings reflect the composition of dentists based on gender, race/ethnicity, dental specialty, and region using Data US, American Dental Association and Bureau of Labor Statistics findings.

Complete Protection

SENSITIVE

Clinically proven active ingredient
for 24/7 sensitivity relief*

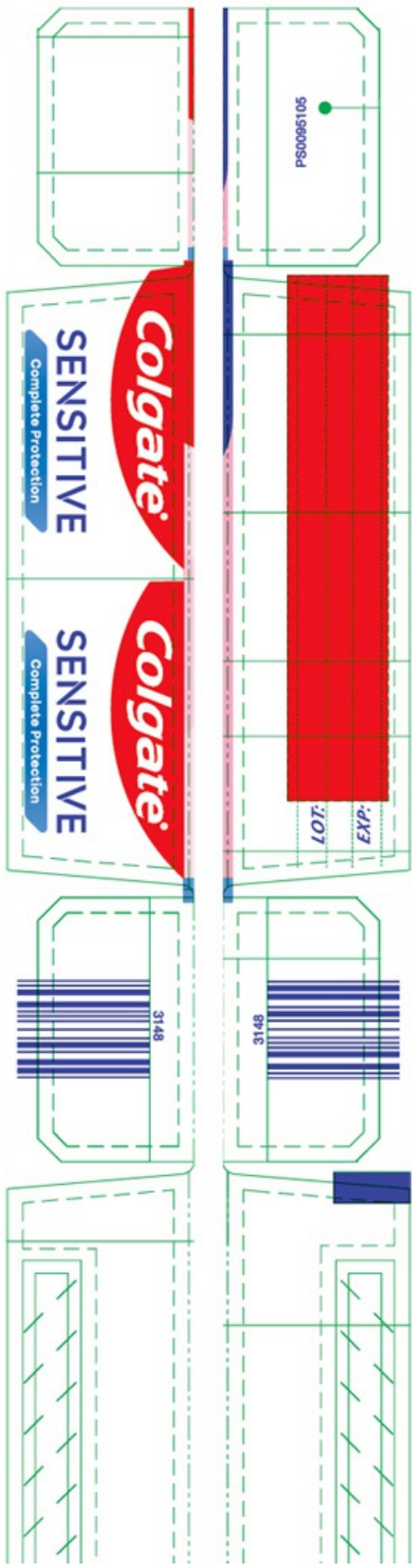
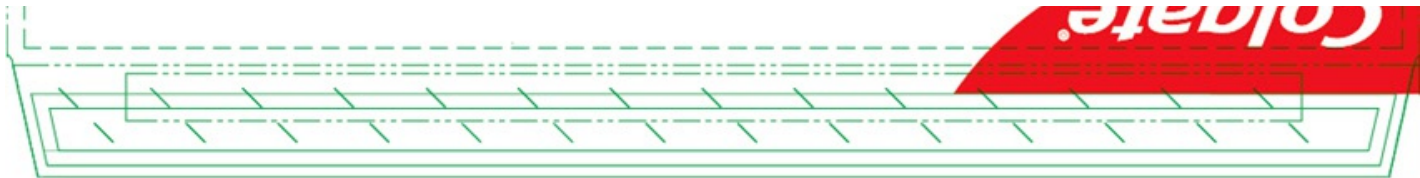


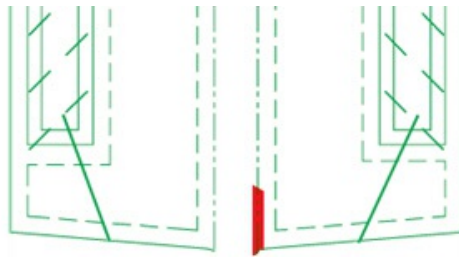
Sensitivity relief in a
flavor you'll love.



Helps prevent bad breath*,
cavities and tartar buildup*.







COLGATE SENSITIVE COMPLETE PROTECTION

potassium nitrate and sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-132
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
POTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G)	
METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW) (UNII: 9F20VSM0VU)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

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:35000-132-60	1 in 1 CARTON	01/18/2026	
1		170 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-132-34	2 in 1 CARTON	01/18/2026	
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-132-21	1 in 1 CARTON	01/18/2026	
3		59 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-132-78	1 in 1 CARTON	01/18/2026	
4		22 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		M022	11/13/2018	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 1/2026

Colgate-Palmolive Company