

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

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**Colgate® Sensitive Complete Protection**

**Drug Facts**

<b>Active ingredients</b>	<b>Purpose</b>
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

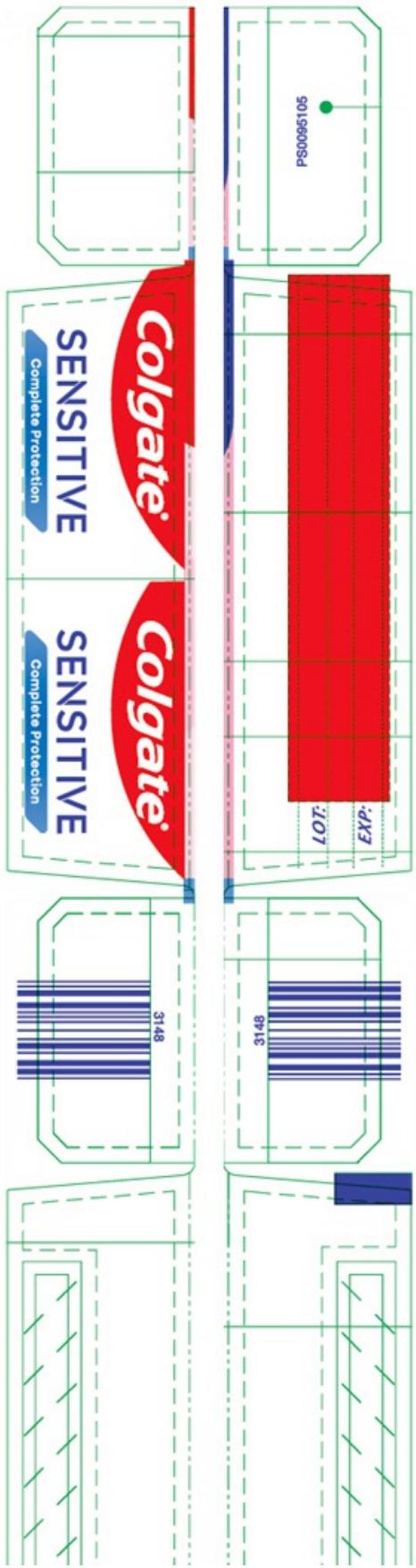
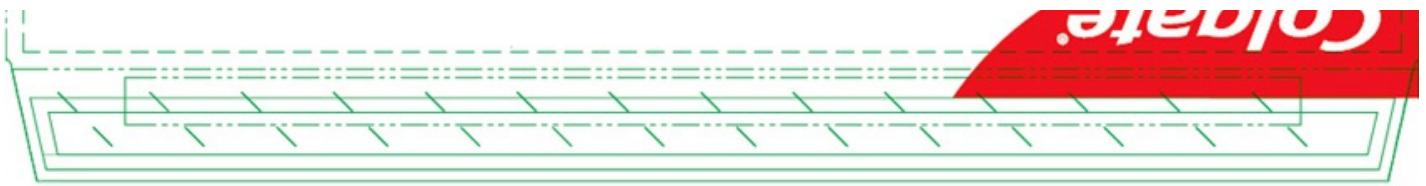
POTASSIUM NITRATE:  
#1 Dentist<sup>1</sup> Recommended  
Active Ingredient For  
Sensitivity Relief

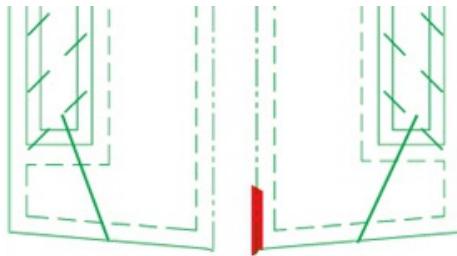
PASTE

TWO 6.0 OZ (170 g) TUBES

TOTAL NET WT 12 OZ (340 g)







## 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
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>GLYCERIN</b> (UNII: PDC6A3C00X)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>POTASSIUM PYROPHOSPHATE</b> (UNII: B9W4019H5G)	
<b>METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW)</b> (UNII: 9F20VSM0VU)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>POLOXAMER 407</b> (UNII: TUF2IVW3M2)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>TITANIUM DIOXIDE</b> (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