

COLGATE TOTAL WHITENING- sodium fluoride and triclosan paste, dentifrice
Mission Hills, S.A. de C.V.

Colgate®
Total®
Whitening Paste

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
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

Antiplaque 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, propylene glycol, carrageenan, sodium saccharin, titanium dioxide

Questions or comments?

Call toll-free 1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 Made in Mexico

www.colgatetotal.com

PRINCIPAL DISPLAY PANEL - 221 g Tube Carton

Helps Prevent Cavities • Gingivitis • Plaque

Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste

Total®

Whitening Paste

ADA

Accepted

American

Dental

Association®

NET WT 7.8 OZ (221 g)

Fights Tartar Buildup • Whitens Teeth

Helps Prevent Cavities • Gingivitis • Plaque

Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste

NET WT 7.8 OZ (221 g) **Fights Tartar Buildup • Whitens Teeth**

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Colgate® Total® Whitening Paste

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

- ✓ Cavities
- ✓ Tartar
- ✓ Gingivitis
- ✓ Bad breath
- ✓ Plaque

And also:

Colgate Total® Whitening has a combination of trisolan for gingivitis protection and fluoride for cavity protection. It has a breakthrough cleaning ingredient to whiten your 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.

ADA Accepted
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.

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New York, NY 10022. Made in Mexico
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USP 5,156,835

Drug Facts	
Active ingredients Sodium fluoride 0.24% (0.14% w/v fluoride ion) Trisolan 0.30%	Purpose Anticavity 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 recession 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.	

Drug Facts (continued)	
Directions supervise children as necessary until capable of using without supervision, adults and children 6 years of age and older children under 12 years children under 6 years	brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or a physician instruct in good brushing and rinsing habits (to minimize swallowing) do not use unless directed by a dentist or a physician Antitartar and antigingivitis use not proven in children.
Inactive ingredients water, hydrated silica, glycerin, sorbitol, PVMMA copolymer, sodium lauryl sulfate, cellulose gum, flavor, sodium hydroxide, polyethylene glycol, carrageenan, sodium saccharin, titanium dioxide	

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COLGATE TOTAL WHITENING

sodium fluoride and triclosan paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65954-003
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
Sodium Fluoride (UNII: 8ZYQ1474W7) (Fluoride Ion - UNII:Q80VPU408O)	Sodium Fluoride	2.4 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)	
sodium lauryl sulfate (UNII: 368GB5141J)	
carboxymethylcellulose sodium (UNII: K679OBS311)	
sodium hydroxide (UNII: 55X04QC32I)	
propylene glycol (UNII: 6DC9Q167V3)	
carrageenan (UNII: 5C69YCD2YJ)	
saccharin sodium (UNII: SB8ZUX40TY)	
titanium dioxide (UNII: 15FIX9V2JP)	

Product Characteristics

Color	WHITE	Score	
Shape		Size	
Flavor		Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:65954-003-78	1 in 1 CARTON		
1		221 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
NDA	NDA020231	10/01/2009	

Labeler - Mission Hills, S.A. de C.V. (812312122)

Revised: 9/2010

Mission Hills, S.A. de C.V.