

COLGATE MAXFRESH CHARCOAL- sodium fluoride gel, dentifrice
Colgate-Palmolive Company

Colgate® MaxFresh® 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

Sorbitol, Water, Hydrated Silica, PEG-12, Flavor, Sodium Lauryl Sulfate, Cellulose Gum, Sodium Saccharin, Tetrasodium Pyrophosphate, Cocamidopropyl Betaine, Hydroxypropyl Methylcellulose, Blue 1, Charcoal Powder, Red 40, Titanium Dioxide,

Yellow 5.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - Two 170 g Tube Carton

Colgate®

Anticavity Fluoride Toothpaste

Recyclable

Tube

CHARCOAL MINT

2

VALUE

PACK

10X

LONGER

LASTING

COOL†

MaxFresh®

WITH WHITENING

+ CHARCOAL

CHARCOAL MINT

TWO 6.0 OZ (170 g) TUBES • TOTAL NET WT 12 OZ (340 g)

Colgate®

Anticavity Fluoride Toothpaste



TWO 6.0 OZ (170 g) TUBES • TOTAL NET WT 12 OZ (340 g)

CHARCOAL MINT

10x LONGER LASTING COOL!

MaxFresh®

WITH WHITENING

+ CHARCOAL

2
VALUE
PACK

Colgate®

Anticavity Fluoride Toothpaste



Recyclable Tube

CHARCOAL MINT

2
VALUE
PACK

10x LONGER LASTING COOL!

MaxFresh®

WITH WHITENING

+ CHARCOAL

CHARCOAL MINT

TWO 6.0 OZ (170 g) TUBES • TOTAL NET WT 12 OZ (340 g)

Colgate®

Anticavity Fluoride Toothpaste



Recyclable Tube

CHARCOAL MINT

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.

Drug Facts (continued)

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 Sorbitol, Water, Hydrated Silica, PEG-12, Flavor, Sodium Lauryl Sulfate, Cellulose Gum, Sodium Saccharin, Tetrasodium Pyrophosphate, Cocamidopropyl Betaine, Hydroxypropyl Methylcellulose, Blue 1, Charcoal Powder, Red 40, Titanium Dioxide, Yellow 5.

Questions? 1-800-468-6502

SAVE WATER
turn off the tap while brushing

GLUTEN FREE

smartlabel®
app enabled

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgate.com/maxfresh



Learn more about our recyclable tube at colgate.com/goodnews



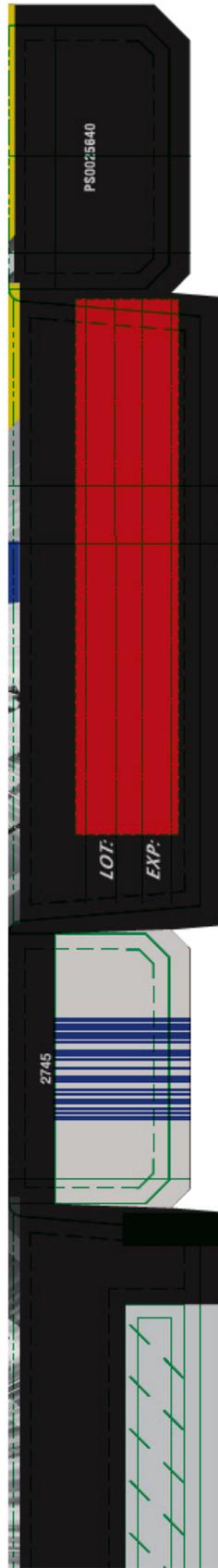
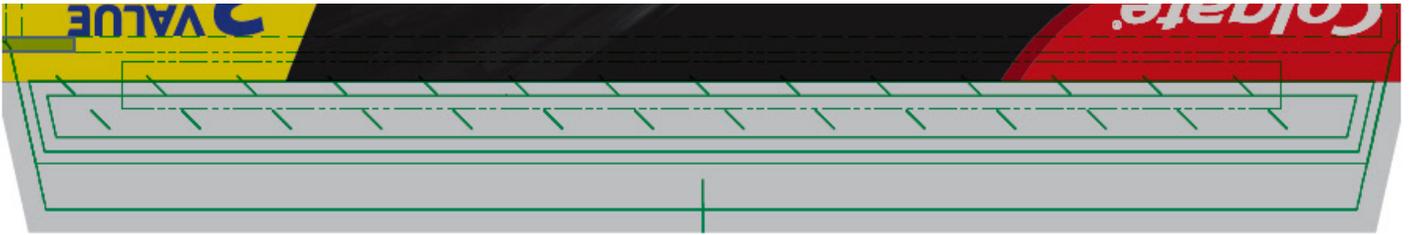
vs. a leading fluoride toothpaste

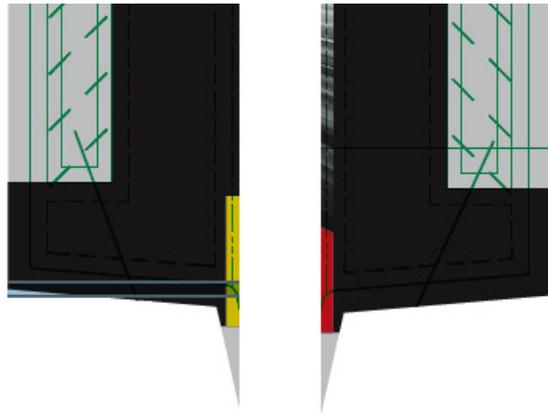
MaxFresh®

WITH WHITENING
+ CHARCOAL

MAXFRESH® + CHARCOAL TOOTHPASTE
odor neutralizing formula detoxifies breath by neutralizing molecules associated with bad breath⁵
Fights Cavities ▲ Whitens Teeth ▲ Freshens Breath
Based on in-vitro odor reduction results and descriptive sensory panel analysis following brushing teeth and tongue

2
PACK





COLGATE MAXFRESH CHARCOAL

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-990
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

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

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0K00R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
HYPROMELLOSE, UNSPECIFIED (UNII: 3NXW29V3WO)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
ACTIVATED CHARCOAL (UNII: 2P3VWUJ3H10)	
FD&C RED NO. 40 (UNII: WZB9127XOA)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C YELLOW NO. 5 (UNII: I753WB2F1M)	

Product Characteristics

Color		Score	
Shape		Size	

Flavor	MINT	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-990-99	1 in 1 CARTON	10/01/2020	
1		53.8 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-990-58	1 in 1 CARTON	10/01/2020	
2		70.8 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-990-60	1 in 1 CARTON	10/24/2020	12/31/2023
3		170 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-990-34	2 in 1 CARTON	11/16/2020	12/31/2023
4		170 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-990-95	1 in 1 CARTON	01/29/2021	12/31/2023
5		178 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:35000-990-69	1 in 1 CARTON	06/17/2024	
6		113 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	10/01/2020		

Labeler - Colgate-Palmolive Company (001344381)

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

Revised: 10/2025

Colgate-Palmolive Company