

COLGATE SENSITIVE MULTIPROTECTION- sodium fluoride and potassium nitrate paste, dentifrice

Mission Hills S.A. de C.V.

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

**Colgate®
Sensitive
multiprotection**

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
Potassium nitrate 5%	Antisensitivity
Sodium fluoride 0.24% (0.15% 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, hydrated silica, sorbitol, glycerin, pentasodium triphosphate, PEG-12, tetrasodium

pyrophosphate, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, cocamidopropyl betaine, sodium saccharin, xanthan gum, titanium dioxide

Questions or comments?

Call toll-free **1-800-468-6502**

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

www.colgatesensitive.com

PRINCIPAL DISPLAY PANEL - 59 g Carton

NEW Clinically Proven Sensitivity Relief

Colgate®

Toothpaste for Sensitive Teeth and Cavity Protection

Sensitive

multiprotection

- ▣ ***Whitens Teeth***
- ▣ ***Promotes Healthy Gums****
- ▣ ***Removes Plaque****
- ▣ ***Fights Tartar***

NET WT 2.0 OZ (59 g)



COLGATE SENSITIVE MULTIPROTECTION

sodium fluoride and potassium nitrate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65954-046
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
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
water (UNII: 059QF0K00R)	
hydrated silica (UNII: Y6O7T4G8P9)	
glycerin (UNII: PDC6A3C0OX)	
sorbitol (UNII: 506T60A25R)	
sodium tripolyphosphate, unspecified form (UNII: 5HK03SA80J)	
sodium pyrophosphate (UNII: O352864B8Z)	
sodium lauryl sulfate (UNII: 368GB5141J)	

carboxymethylcellulose sodium, unspecified form (UNII: K679OBS311)	
sodium hydroxide (UNII: 55X04QC32I)	
cocamidopropyl betaine (UNII: 5OCF3O11KX)	
saccharin sodium (UNII: SB8ZUX40TY)	
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:65954-046-02	1 in 1 CARTON	06/21/2010	
1		59 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 NOT FINAL	part356	06/21/2010	

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