

COLGATE TOTAL SF ADVANCED DEEP CLEAN- stannous fluoride paste, dentifrice
Colgate-Palmolive Company

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® Total™SF Advanced Deep Clean Paste

Drug Facts

Active ingredient

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Purposes

Anticavity, Antigingivitis, Antisensitivity

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with harmful effects of plaque associated with gingivitis
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact

Warnings

When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.

Stop use and ask a dentist if the sensitivity 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.

Stop use and ask a dentist if

- gingivitis, bleeding, or redness persists for more than 2 weeks
- you have painful or swollen gums, pus from the gum line, loose teeth, or increasing spacing between the teeth. These may be signs of periodontitis, a serious form of gum disease.

Directions

- **adults and children 12 years of age and older:** apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist.
Make sure to brush all sensitive areas of the teeth.
- do not swallow.
- **children under 12 years of age:** consult a dentist.

Other information

- products containing stannous fluoride may produce surface staining of the teeth. Adequate

toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.

- this Colgate product is specially formulated to help prevent staining.

Inactive ingredients

water, sorbitol, hydrated silica, glycerin, PEG-12, tetrasodium pyrophosphate, sodium lauryl sulfate, flavor, microcrystalline cellulose, sodium citrate, zinc phosphate, cellulose gum, sodium saccharin, cocamidopropyl betaine, propylene glycol, xanthan gum, citric acid, sucralose, titanium dioxide

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE CO.

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 2 Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

☐CAVITIES ☐PLAQUE ☐GINGIVITIS ☐ENAMEL ☐TARTAR ☐BREATH ☐WHITENS
now with SENSITIVITY RELIEF

PROTECTS TEETH, TONGUE, CHEEKS & GUMS

SEE NEW INFORMATION AND DIRECTIONS

TWO 5.1 OZ (144 g) TUBES

TOTAL NET WT 10.2 OZ (288 g)

VALUE 2 PACK

Total™^{SF}

WHOLE MOUTH HEALTH

NEW ACTIVE INGREDIENT

STANNOUS FLUORIDE

DEEP

CLEAN

Paste

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

✓ CAVITIES ✓ PLAQUE ✓ GINGIVITIS ✓ ENAMEL ✓ TARTAR ✓ BREATH ✓ WHITENS
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NEW ACTIVE INGREDIENT
STANNOUS FLUORIDE

DEEP CLEAN

Paste



WHOLE MOUTH HEALTH®
PROTECTS

✓ TEETH ✓ TONGUE ✓ CHEEKS ✓ GUMS

*Helps reduce plaque that leads to gingivitis; fortifies enamel; helps relieve sensitivity with continued use. Not intended for prevention or treatment of more serious oral conditions.



DEEP CLEAN

For an extra clean & healthy mouth
With FreshXtend™ Technology



Questions? 1-800-468-6502

Inactive ingredients
glycol, xanthan gum, citric acid, sucrose, titanium dioxide, calcium gluconate, sodium saccharin, cocamidopropyl betaine, propylene glycol, microcrystalline cellulose, sodium citrate, zinc phosphate, flavor, PEG-12, tetrasodium pyrophosphate, sodium lauryl sulfate, glycerin, PEG-12, tetrasodium pyrophosphate, sodium lauryl sulfate, water, sorbitol, hydrated silica.

Other information
• products containing stannous fluoride may produce surface staining of the teeth. Adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.
• this Colgate product is specially formulated to help prevent staining.

Drug Facts (continued)

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• children under 12 years of age: consult a dentist.
• do not swallow.
• Make sure to brush all sensitive areas of the teeth.
• Have your dentist check your teeth regularly.

Uses
• aids in the prevention of cavities
• helps prevent gingivitis
• helps increase protection against harmful effects of plaque associated with gingivitis
• helps increase protection against partial sensitivity of the teeth to cold, heat, acids, sweets, or contact

Active ingredient
Stannous fluoride (0.451% w/v fluoride ion)
Anticavity, Antigingivitis, Antisensitivity

Purposes
Sensitive teeth may indicate a serious problem that may need prompt care by a dentist.
Stop use and ask a dentist if the sensitivity problem persists or worsens.
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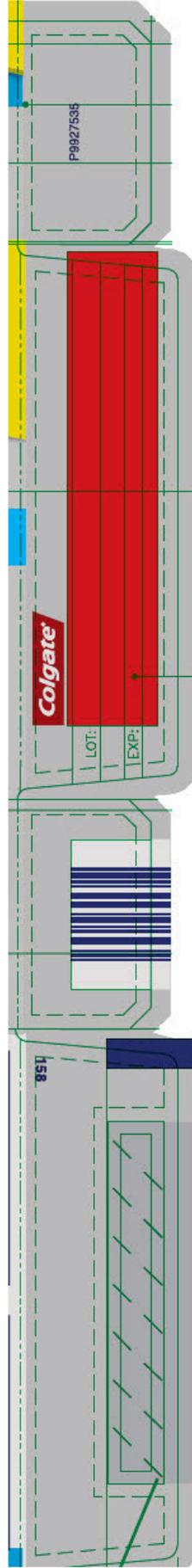
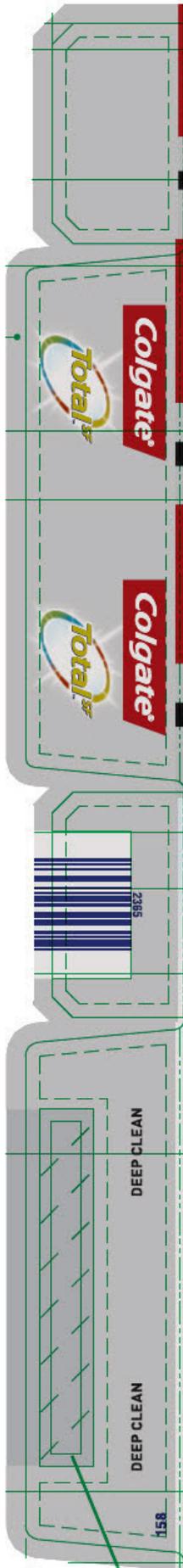
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Drug Facts (continued)

NEW INFORMATION & DIRECTIONS

"This glue flap can be extended to accommodate supplier requirements. It must comply with the CP Quality gluing standards."



COLGATE TOTAL SF ADVANCED DEEP CLEAN

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-169
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0K00R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
MICROCRYSTALLINE CELLULOSE (UNII: OP1R32D61U)	
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)	
ZINC PHOSPHATE (UNII: 1E2MCT2M62)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
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:35000-169-25	1 in 1 CARTON	11/01/2018	
1		24.9 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-169-93	1 in 1 CARTON	11/01/2018	
2		96 g in 1 TUBE; Type 0: Not a Combination Product		

3	NDC:35000-169-47	1 in 1 CARTON	11/01/2018	
3		144 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-169-65	2 in 1 CARTON	11/01/2018	
4		144 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 FINAL	part355	11/01/2018	

Labeler - Colgate-Palmolive Company (001344381)

Establishment

Name	Address	ID/FEI	Business Operations
Colgate-Palmolive		785047999	MANUFACTURE(35000-169)

Revised: 12/2019

Colgate-Palmolive Company