

**COLGATE SENSITIVE ENAMEL HEALTH- potassium nitrate and sodium fluoride paste, dentifrice**  
**Colgate-Palmolive Company**

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**Colgate® Sensitive Enamel Health**

***Drug Facts***

<b><i>Active ingredients</i></b>	<b><i>Purpose</i></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, PVM/MA Copolymer, Sodium Lauryl Sulfate, Flavor, Trisodium Phosphate, 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

POTASSIUM NITRATE:

#1 Dentist<sup>1</sup> Recommended

Active Ingredient For Sensitivity Relief

SENSITIVE

Enamel Health

Soothing

Peppermint Flavor

PASTE

NET WT

6.0 OZ (170 g)

**Colgate®**  
Anticavity Toothpaste for Sensitive Teeth

Soothing  
Peppermint Flavor

PASTE

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**Drug Facts (continued)**

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**Questions? 1-800-468-6502**

Your community may not yet accept  
tubes for recycling. Check locally.  
Learn more at [colgate.com/goodness](http://colgate.com/goodness)



Dist. by  
**COLGATE-PALMOLIVE COMPANY**  
New York, NY 10022 U.S.A.  
[www.colgate.com](http://www.colgate.com)  
Patents: cpatents.com

**Colgate®**  
Anticavity Toothpaste for Sensitive Teeth

**SENSITIVE**

Enamel Health



Clinically proven active ingredient  
for 24/7 sensitivity relief\*



Sensitivity relief in a  
flavor you'll love



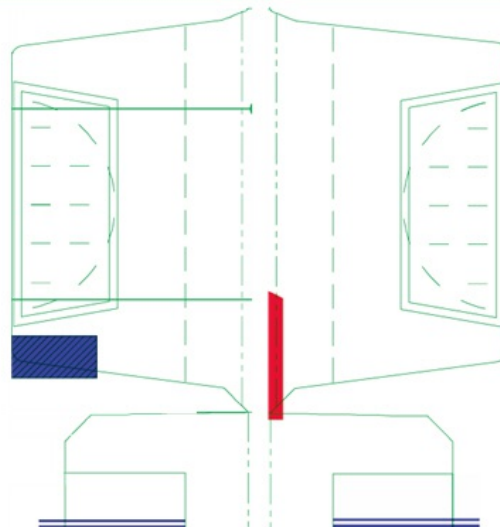
Repairs weakened enamel  
and shields against erosion

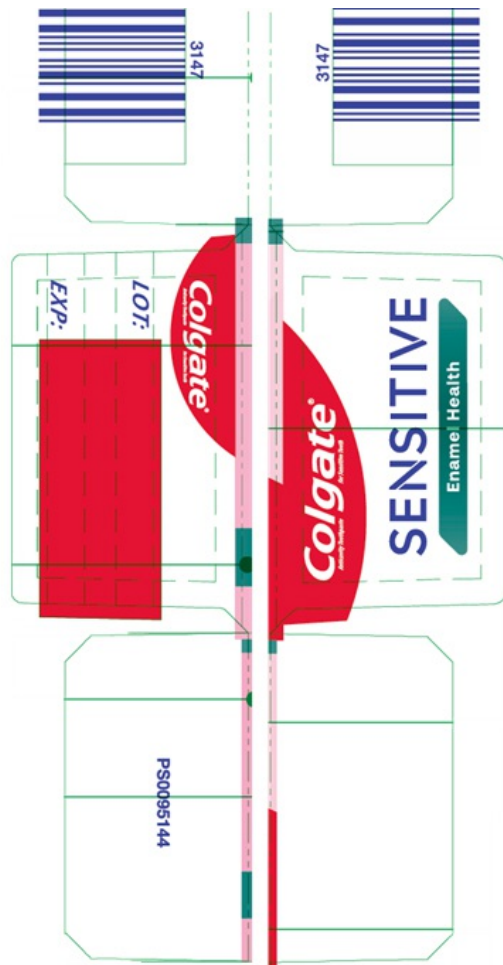
\*with twice daily brushing, after two weeks of continuous use  
\*Based on a 2024 survey of Dental Professionals, including Dentists and Dental Hygienists  
(Ipsos US Toothpaste Claims Survey)

smartlabel®  
app enabled  
scan for more information



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





## COLGATE SENSITIVE ENAMEL HEALTH

potassium nitrate and sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-130
<b>Route of Administration</b>	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:Q80VPU4080)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	

<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZO3QZ)	
<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)	
<b>METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW)</b> (UNII: 9F20VSM0VU)	

## Product Characteristics

<b>Color</b>	WHITE	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-130-60	1 in 1 CARTON	01/01/2026	
1		170 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	01/01/2026	

**Labeler** - Colgate-Palmolive Company (001344381)

Revised: 1/2026

Colgate-Palmolive Company