

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

Colgate® Sensitive Enamel Health

Drug Facts

Active ingredients	Purpose
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 Dentist¹ Recommended
Active Ingredient For Sensitivity Relief

SENSITIVE
Enamel Health
Soothing
Peppermint Flavor

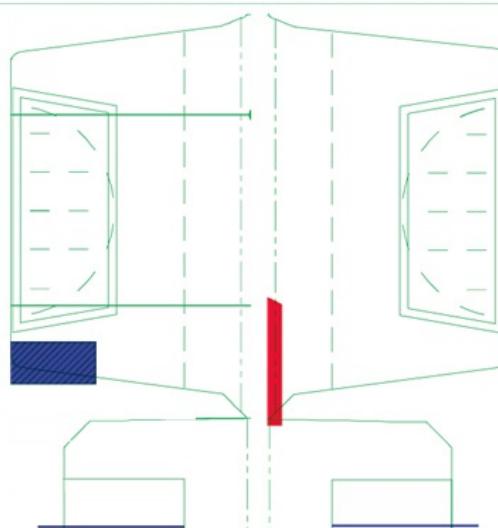
PASTE
NET WT
6.0 OZ (170 g)

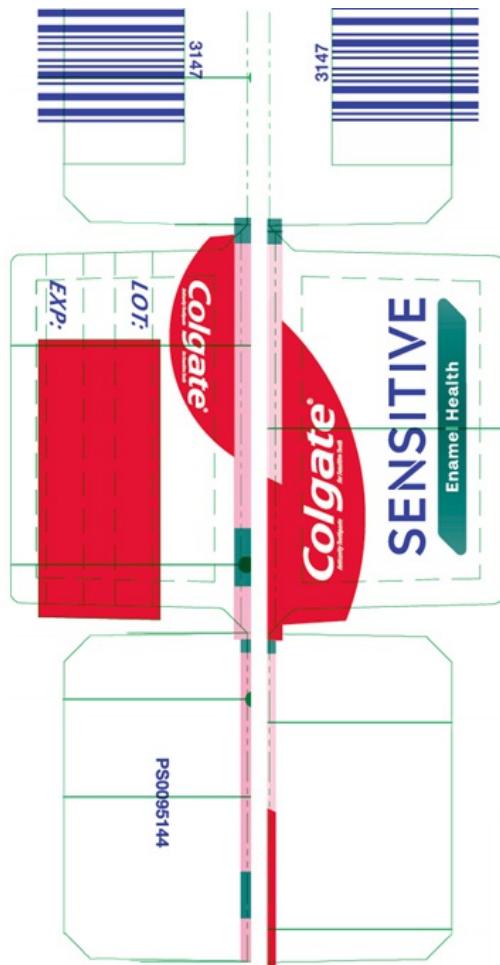


Drug Facts		Drug Facts (continued)	
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Sodium Fluoride 0.24% (0.14% w/v fluoride ion).....	Anticavity	children under 12 years	consult a dentist or physician
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Warnings	When using this product, if pain/sensitivity 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	
		PVVM/MA Copolymer, Sodium Lauryl Sulfate, Flavor, Trisodium Phosphate, Poloxamer 407, Sodium Hydroxide, Sodium Saccharin, Cellulose Gum, Xanthan Gum, Titanium Dioxide.	
		Inactive ingredients	
		Water, Glycerin, Hydrated Silica, Sorbitol, PEG-12, Poloxamer 407, Sodium Hydroxide, Sodium Saccharin, Cellulose Gum, Xanthan Gum, Titanium Dioxide.	
		Questions? 1-800-468-6502	



"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

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-130
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C00X)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	

SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZ03QZ)

SODIUM LAURYL SULFATE (UNII: 368GB5141J)

POLOXAMER 407 (UNII: TUF2IVW3M2)

SODIUM HYDROXIDE (UNII: 55X04QC32I)

SACCHARIN SODIUM (UNII: SB8ZUX40TY)

CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)

XANTHAN GUM (UNII: TTV12P4NEE)

TITANIUM DIOXIDE (UNII: 15FIX9V2JP)

METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW) (UNII: 9F20VSM0VU)

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:35000-130-60	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