

COLGATE TOTAL GUM PROTECT WHITENING- stannous fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Total Gum Protect Whitening

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, Sodium Methyl Cocoyl Taurate, Flavor, Tetrasodium Pyrophosphate, Cellulose Gum, Potassium Nitrate, Sodium Saccharin, Xanthan Gum, Cocamidopropyl Betaine, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 85 g Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Total

ACTIVE PREVENTION +

Gum

Protect

Eliminates 100%

More Bacteria*

Helps Prevent

Early Gum Disease

NET WT 3.0 OZ (85 g)

WHITENING

PASTE

CLINICALLY

PROVEN

ANTIBACTERIAL

24

HOUR¹

- ✓ Gingivitis ✓ Plaque ✓ Tartar ✓ Sensitivity
- ✓ Weak Enamel ✓ Stains ✓ Bad Breath ✓ Cavities

SLS FREE

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

Colgate
Anticavity, Antigingivitis
and Antisensitivity Toothpaste

Total
ACTIVE PREVENTION +

Gum Protect SLS FREE
Eliminates 100% More Bacteria*
Helps Prevent Early Gum Disease



- ✓ Gingivitis
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- ✓ Sensitivity
- ✓ Weak Enamel
- ✓ Stains
- ✓ Bad Breath
- ✓ Cavities

NET WT 3.0 OZ (85 g)

WHITENING PASTE

Colgate

POWERFUL, PATENTED, PREVENTATIVE TECHNOLOGY +

Gum Protect

- This specially formulated SLS-free toothpaste transitions to a dense rich foam for those focused on gum care

*protection when 2x daily brushing with 4 weeks continued use
*plaque bacteria vs. a non antibacterial fluoride toothpaste after 4 weeks of twice daily use



- Gingivitis
- Plaque
- Tartar
- Sensitivity
- Weak Enamel
- Stains
- Bad Breath
- Cavities



Recyclable Tube

Your community may not yet accept tubes for recycling. Check locally. Learn more at www.Colgate.com/goodness

Colgate
Anticavity, Antigingivitis
and Antisensitivity Toothpaste

Total
ACTIVE PREVENTION +

Gum Protect

Eliminates 100% More Bacteria*
Helps Prevent Early Gum Disease

NET WT 3.0 OZ (85 g)

WHITENING PASTE



- ✓ Gingivitis ✓ Plaque ✓ Tartar ✓ Sensitivity
- ✓ Weak Enamel ✓ Stains ✓ Bad Breath ✓ Cavities

SLS FREE

Dist. by: COLGATE-PALMOLIVE COMPANY
NEW YORK, NY 10022 U.S.A.
www.colgatetotal.com

Patents: cpo1001.com



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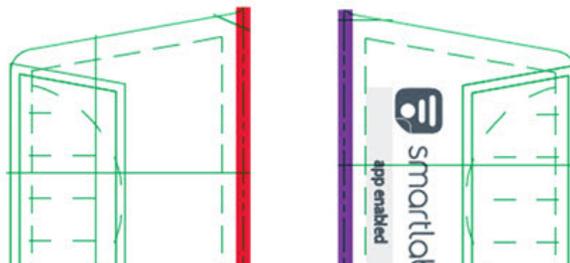
Other information

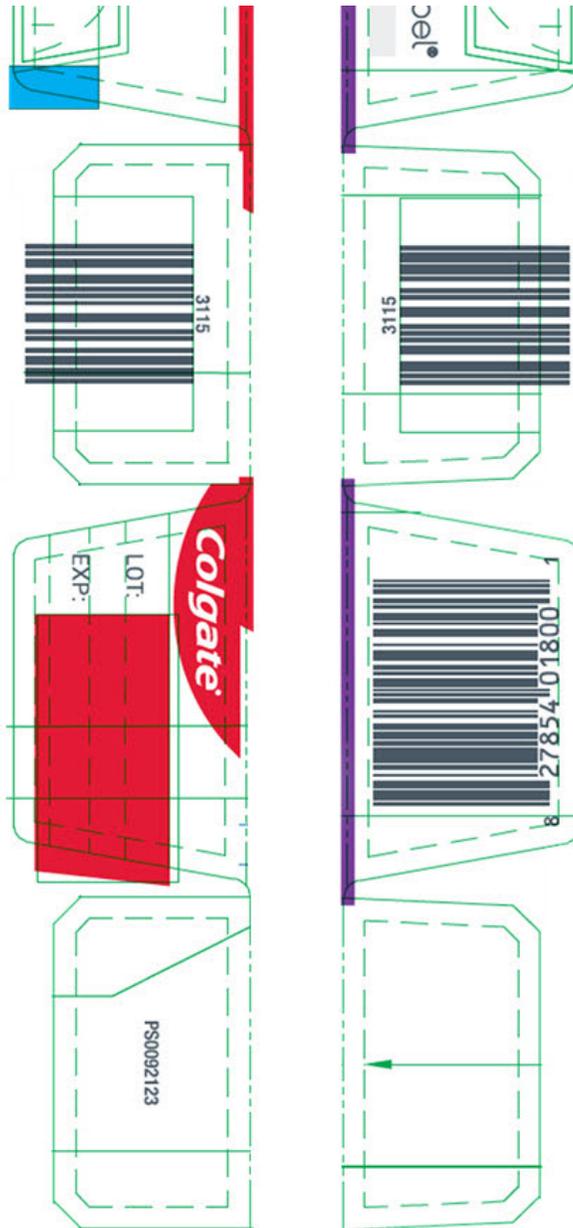
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stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-277
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM METHYL COCOYL TAURATE (UNII: JVL98CG53G)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
POTASSIUM NITRATE (UNII: RU45X2JN0Z)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
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:35000-277-63	1 in 1 CARTON	10/18/2024	
1		85 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	10/18/2024	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 1/2026

Colgate-Palmolive Company