

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

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**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

SLS FREE

NET WT 3.0 OZ (85 g)

WHITENING

PASTE

CLINICALLY

PROVEN

ANTIBACTERIAL

24

HOUR<sup>1</sup>

✓ Redness ✓ Gum Bleeding ✓ Gingivitis

✓ Plaque ✓ Cavities ✓ Sensitivity

"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



**Gum Protect**

**Eliminates 100% More Bacteria\***  
Helps Prevent Early Gum Disease

**SLS FREE**



✓Redness ✓Gum Bleeding ✓Gingivitis  
✓Plaque ✓Cavities ✓Sensitivity

**WHITENING PASTE**

NET WT. 3.0 OZ (85 g)

**Colgate®**

**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

**POWERFUL, PATENTED, PREVENTATIVE TECHNOLOGY +**



Gingivitis  
Plaque  
Tartar  
Sensitivity  
Enamel Erosion  
Stains  
Bad Breath  
Cavities



**Recyclable Tube**

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

**Colgate®**  
Anticavity, Antigingivitis  
and Antisensitivity Toothpaste

**Total**  
ACTIVE PREVENTION +

**Gum Protect**

**Eliminates 100% More Bacteria\***  
Helps Prevent Early Gum Disease

**SLS FREE**

NET WT 3.0 OZ (85 g)

**WHITENING PASTE**



✓Redness ✓Gum Bleeding ✓Gingivitis  
✓Plaque ✓Cavities ✓Sensitivity

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New York, NY 10022 U.S.A.  
[www.colgateusa.com](http://www.colgateusa.com)



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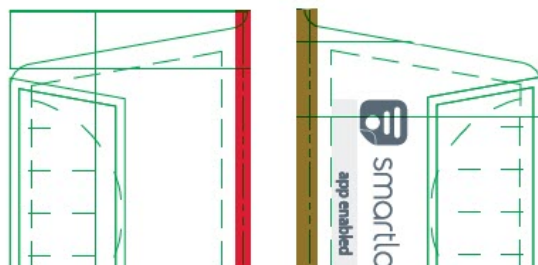
**Drug Facts (continued)**

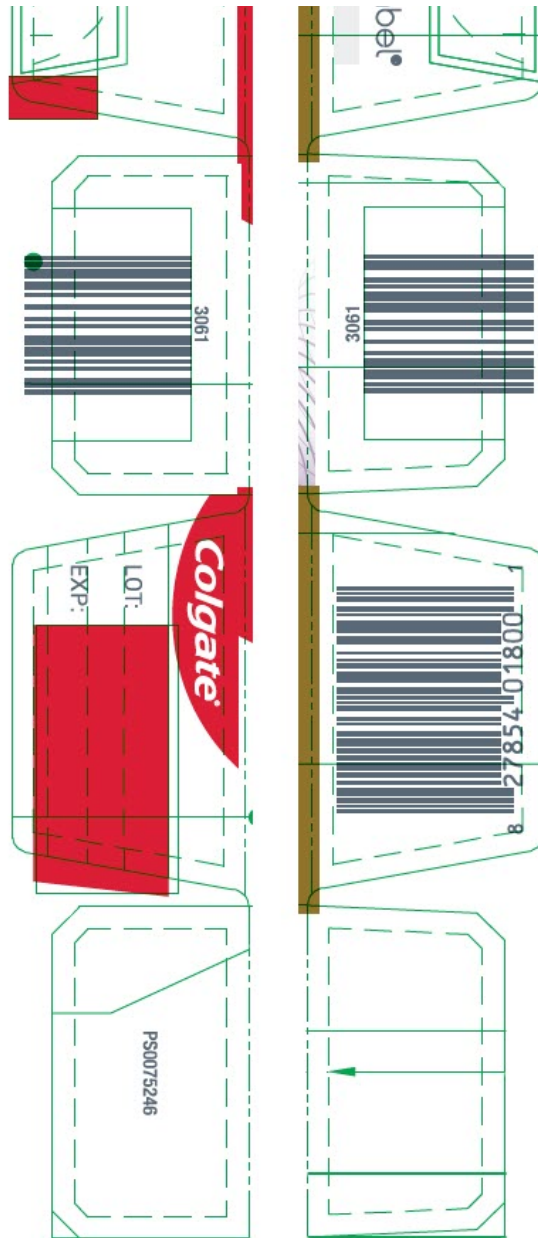
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## COLGATE TOTAL GUM PROTECT WHITENING

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:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>SODIUM METHYL COCOYL TAURATE</b> (UNII: JVL98CG53G)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>TITANIUM DIOXIDE</b> (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)