

**COLGATE TOTAL PLAQUE PRO RELEASE WHITENING- stannous fluoride paste, dentifrice**  
**Colgate-Palmolive Company**

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**Colgate® Total Plaque Pro Release 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, Hydrated Silica, Sorbitol, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Flavor, Sodium Lauryl Sulfate, Sodium Citrate, Arginine, Zinc Phosphate, PVM/MA Copolymer, Cellulose Gum, Microcrystalline Cellulose, Sodium Saccharin, Cocamidopropyl Betaine, Xanthan Gum, Citric Acid, Sucralose, 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

Plaque

PRO RELEASE

Dissolves & Lifts Away Gum Harming

Plaque with Daily Brushing

with

SMART FOAM

SCIENTIST DEVELOPED

CLINICALLY PROVEN

WHITENING

PASTE

NET WT 3.0 OZ (85 g)

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

**Colgate**  
Advanced Anticavity  
 and Antisensitivity Toothpaste



**Plaque**  
**PRO-RELEASE**  
 Dissolves & Lifts Away Gum  
 Harming Plaque with  
 Daily Brushing



with  
**SMART FOAM**

**WHITENING  
 PASTE**

NET WT 3.0 OZ (85 g)

**Colgate**

**Total** **Plaque**  
**PRO-RELEASE**

**CLINICALLY PROVEN TO SIGNIFICANTLY REDUCE HARMFUL PLAQUE BACTERIA ASSOCIATED WITH GINGIVITIS BETWEEN DENTIST VISITS**



**Helps interfere with the harmful effects of plaque associated with gingivitis**



**Gets to hard to reach places with Smart Foam Technology**



**Long Lasting 24 HR Antibacterial Protection\***

**Did you know that PLAQUE bacteria is a root cause of oral health problems?**

That's why it's important to reduce and prevent plaque bacteria with daily brushing. Colgate® Total Plaque Pro-Release unique breakthrough formula penetrates hard to reach places to fight plaque bacteria along the gum line, improving long term gum health and strengthening the foundation of a healthy smile.

RESPONSIBLY MADE! / GLUTEN FREE / SUGAR FREE

\*to learn more visit [www.colgatepalmolive.com/responsibly-made](http://www.colgatepalmolive.com/responsibly-made)

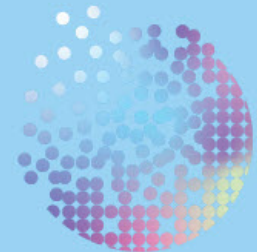
\*After two weeks of twice daily brushing

**Colgate**  
Anticavity, Antigingivitis  
 and Antisensitivity Toothpaste



**Plaque**  
**PRO-RELEASE**

Dissolves & Lifts Away Gum Harming  
 Plaque with Daily Brushing



with  
**SMART FOAM**

**WHITENING PASTE**

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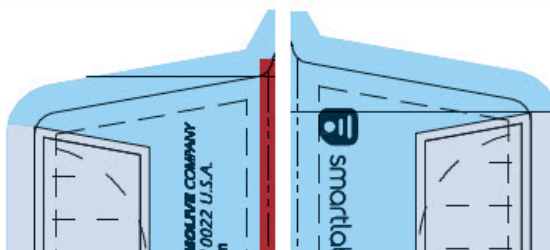
**Drug Facts (continued)**

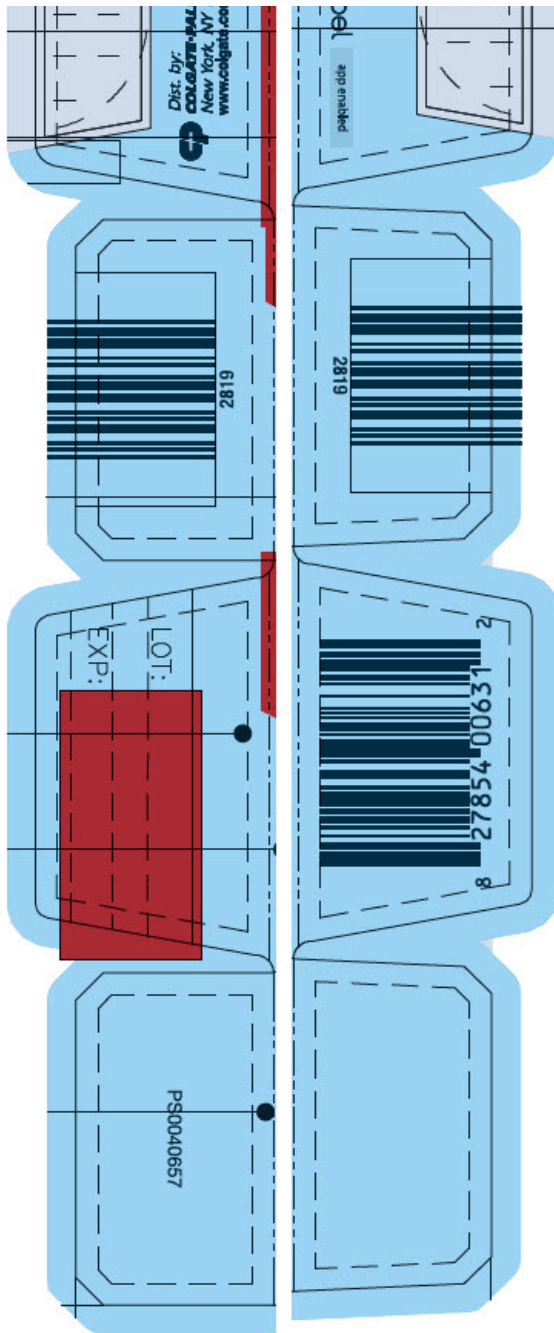
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**Questions? 1-800-468-6502**





## COLGATE TOTAL PLAQUE PRO RELEASE WHITENING

stannous fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-181
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>STANNOUS FLUORIDE</b> (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>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM CITRATE, UNSPECIFIED FORM</b> (UNII: 1Q73Q2JULR)	
<b>ARGININE</b> (UNII: 94ZLA3W45F)	
<b>ZINC PHOSPHATE</b> (UNII: 1E2MCT2M62)	
<b>METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW)</b> (UNII: 9F20VSM0VU)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>MICROCRYSTALLINE CELLULOSE</b> (UNII: OP1R32D61U)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>ANHYDROUS CITRIC ACID</b> (UNII: XF417D3PSL)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

## 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:35000-181-63	1 in 1 CARTON	11/09/2022	
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	11/09/2022	

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

