

**COLGATE OPTIC WHITE RELIEF- sodium fluoride paste, dentifrice**  
**Mission Hills S.A de C.V**

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**COLGATE® OPTIC WHITE RELIEF**

**Drug Facts**

<b>Active ingredients</b>	<b>Purpose</b>
Potassium Nitrate 5%	Antisensitivity
Sodium Fluoride 0.24% (0.15% 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 persists after 4 weeks, 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, Sorbitol, Hydrated Silica, PEG-12, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Potassium Hydroxide, Tetrasodium Pyrophosphate, Phosphoric Acid, Cocamidopropyl

Betaine, Benzyl Alcohol, Sodium Saccharin, Titanium Dioxide.

**Questions?**

1-800-468-6502

*Dist. by:*

**COLGATE-PALMOLIVE COMPANY**

New York, NY 10022 U.S.A.

**[www.colgateopticwhite.com](http://www.colgateopticwhite.com)**

**PRINCIPAL DISPLAY PANEL - 107 g Tube Carton**

Colgate®

Anticavity Toothpaste for Sensitive Teeth

OPTIC

WHITE®

SENSITIVITY

RELIEF

PASTE SOOTHING MINT

REMOVES 1 YEAR

OF STAINS\*

WITH MICRO-POLISHING ACTION

NET WT 3.8 OZ (107 g)

ENAMEL SAFE



## COLGATE OPTIC WHITE RELIEF

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:65954-834
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	1777.69 mg in 1 g
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>CARBOXYMETHYLCELLULOSE</b> (UNII: 05JZI7B19X)	
<b>POTASSIUM HYDROXIDE</b> (UNII: WZH3C48M4T)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>PHOSPHORIC ACID</b> (UNII: E4GA8884NN)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>BENZYL ALCOHOL</b> (UNII: LKG8494WBH)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<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:65954-834-59	1 in 1 CARTON	09/25/2025	
1		107 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	09/25/2025	

**Labeler** - Mission Hills S.A de C.V (812312122)

Revised: 10/2025

Mission Hills S.A de C.V