

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

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Colgate® Optic White™ Enamel White Fluoride Toothpaste 4.0OZ

Drug Facts

Active ingredient

Sodium monofluorophosphate 1.14% (0.22% w/v fluoride ion)

Purpose

Anticavity

Use

helps protect against cavities

Warnings

Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

adults and children 2 years of age and older	brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician
children 2 to 6 years	use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

Inactive ingredients

calcium pyrophosphate, propylene glycol, PEG/PPG 116/66 copolymer, PEG-12, glycerin, PVP, flavor, sodium lauryl sulfate, tetrasodium pyrophosphate, silica, hydrogen peroxide, sodium saccharin, phosphoric acid, sucralose, butylated hydroxytoluene, water

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 113 g Tube Carton

Colgate®

WHITER TEETH IN 1 WEEK

GOES BEYOND SURFACE STAIN REMOVAL TO DEEPLY WHITEN

ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE

**OPTIC
WHITE®**

ENAMEL WHITE

FORTIFIES ENAMEL FOR A STRONG WHITE

NET WT 4.0 OZ (113 g)

LUMINOUS MINT

Colgate®

WHITER TEETH IN 1 WEEK

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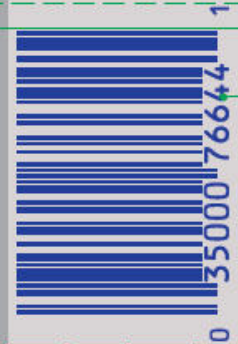
Questions? 1-800-468-6502

www.colgateopticwhite.com

Made in Mexico

Dist. by:

COLGATE-PALMOLIVE COMPANY
New York, NY 10022



WHITER TEETH IN 1 WEEK

Colgate®

OPTIC WHITE®

ENAMEL WHITE



This unique formula is clinically proven to whiten teeth with peroxide.

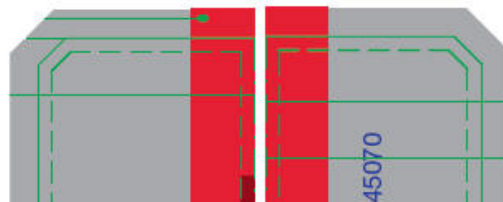


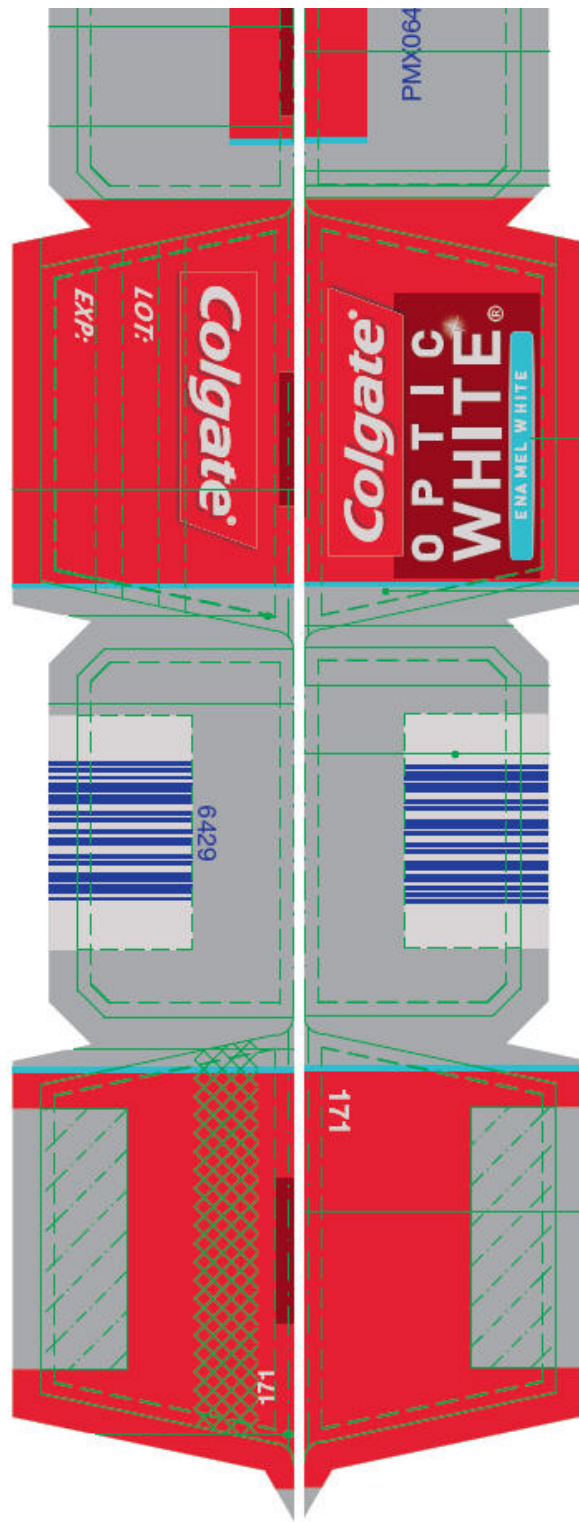
Maximum fluoride fortifies enamel's weak spots for a strong white smile.



Whiter teeth start in 1 week. For best results, use as directed for 4 weeks.

BRUSH REGULARLY WITH COLGATE® OPTIC WHITE® TOOTHPASTE AND COLGATE® 360® OPTIC WHITE® TOOTHBRUSH FOR A WHITER SMILE.





COLGATE OPTIC WHITE ENAMEL WHITE

sodium monofluorophosphate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65954-561
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	351.1 mg in 1 g
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
GLYCERIN (UNII: PDC6A3C0OX)	
POVIDONE K15 (UNII: E54VE15114)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
PHOSPHORIC ACID (UNII: E4GA8884NN)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	
WATER (UNII: 059QF0KO0R)	

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:65954-561-69	1 in 1 CARTON		
1		113 g in 1 TUBE		
2	NDC:65954-561-26	1 in 1 CARTON		
2		156 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC MONOGRAPH FINAL	part355	06/25/2012	

