

COLGATE OPTIC WHITE DUAL ACTION CRYSTAL MINT- 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® Dual Action Crystal Mint 4.1 oz

Drug Facts

Active ingredient

Sodium monofluorophosphate 0.76% (0.15% 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 for 2 minutes, 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, disodium pyrophosphate, sucralose, butylated hydroxytoluene, water

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 116 g Tube Carton

Colgate®

WHITENS MORE THAN 3 SHADES*

1 2 3 +

RESULTS START IN 1 WEEK

DAILY ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE

NET WT 4.1 OZ (116 g)

NEW

OPTIC

WHITE®

DUAL ACTION

SHINES & WHITENS

CRYSTAL MINT

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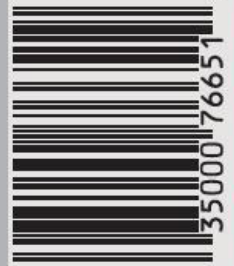
Questions? 1-800-468-6502

www.colgateopticwhite.com

Made in Mexico

Dist. by:

COLGATE-PALMOLIVE COMPANY
New York, NY 10022



0 35000 76651 9

Colgate

NEW

**OPTIC
WHITE**

**DUAL ACTION
SHINES & WHITENS**

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DAILY ANTICAVITY FLUORIDE TOOTHPASTE

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Colgate

**OPTIC
WHITE**

**DUAL ACTION
SHINES & WHITENS**



The unique high-impact formula whitens more than 3 shades*.



Polishes teeth surfaces for a shinier 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 TOOTHRUSH FOR A WHITER SMILE.

*Brush twice daily for 4 weeks

NEW

**OPTIC
WHITE**

**DUAL ACTION
SHINES & WHITENS**

WHITENS MORE THAN 3 SHADES*



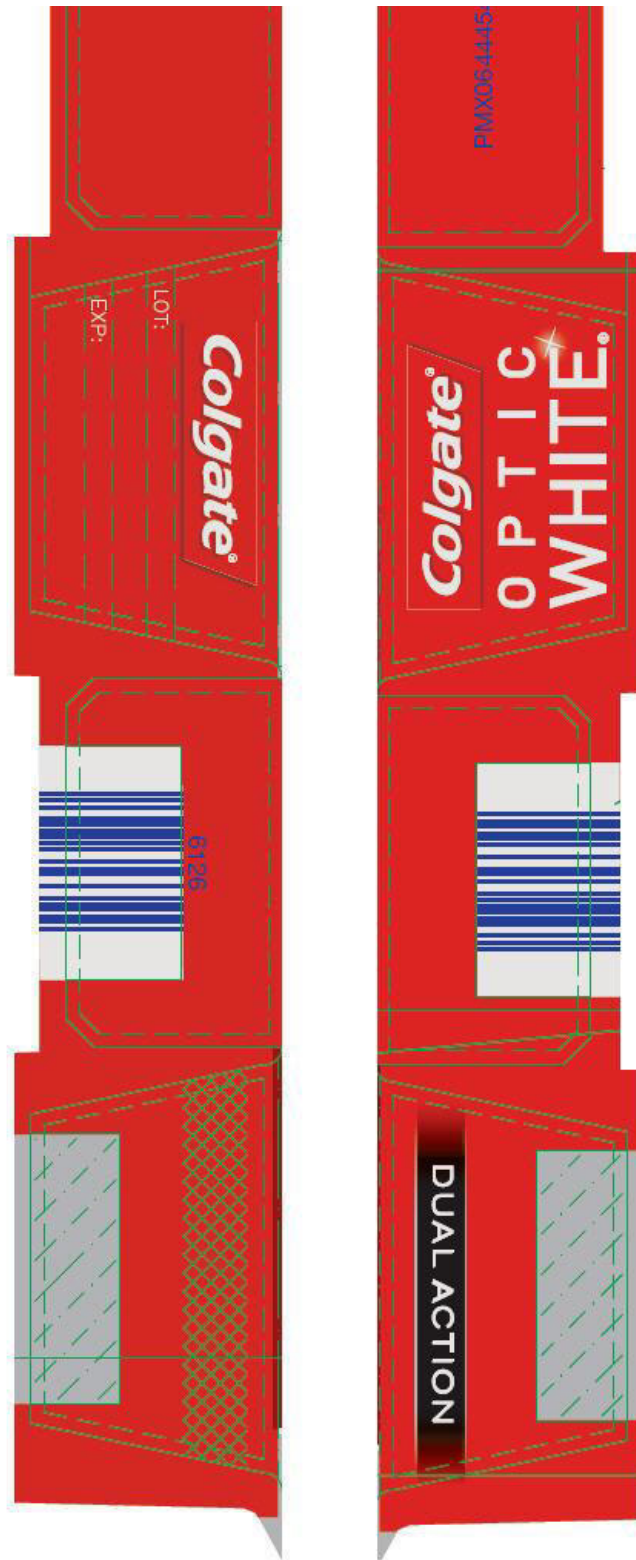
RESULTS START IN 1 WEEK

DAILY ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE

NET WT 4.1 OZ (116 g)

CRYSTAL MINT





COLGATE OPTIC WHITE DUAL ACTION CRYSTAL MINT

sodium monofluorophosphate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65954-563
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 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	351.1 mg in 1 g
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
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)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WVD9LZUD)	
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:65954-563-41	1 in 1 CARTON		
1		116 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC MONOGRAPH FINAL	part355	12/20/2012	

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