

COLGATE OPTIC WHITE STAIN FIGHTER FRESH MINT- sodium fluoride paste, dentifrice
Mission Hills S.A de C.V

Colgate® Optic White® Stain Fighter™ Fresh Mint
Drug Facts

Active ingredient

Sodium fluoride 0.24% (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, 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

water, hydrated silica, sorbitol, glycerin, PEG-12, pentasodium triphosphate, tetrapotassium pyrophosphate, sodium lauryl sulfate, flavor, cellulose gum, cocamidopropyl betaine, benzyl alcohol, sodium saccharin, xanthan gum, sodium hydroxide, mica, titanium dioxide, FD&C blue no. 1

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

NEW

STAIN REMOVAL
TECHNOLOGY**

Colgate®

**OPTIC
WHITE®**

STAIN FIGHTER™

REMOVES 6X MORE SURFACE STAINS*
WITH MICRO-POLISHING ACTION

NET WT 4.2 OZ (119 g)

ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE WHITENING

FRESH MINT GEL

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Drug Facts (continued)

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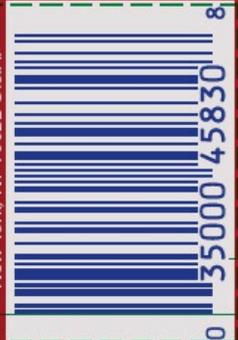
Questions? 1-800-468-6502

GLUTEN FREE

www.colgateopticwhite.com

Made in Mexico

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.



Colgate®

OPTIC
WHITE.

STAIN FIGHTER™

FRESH MINT GEL

REMOVES 6X MORE SURFACE STAINS*



Contains clinically proven technology to safely remove surface stains for whiter teeth.



It also helps prevent new stains from forming so teeth stay whiter longer



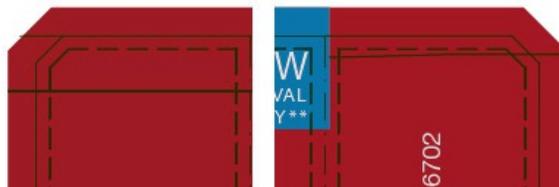
Enamel Safe for daily use

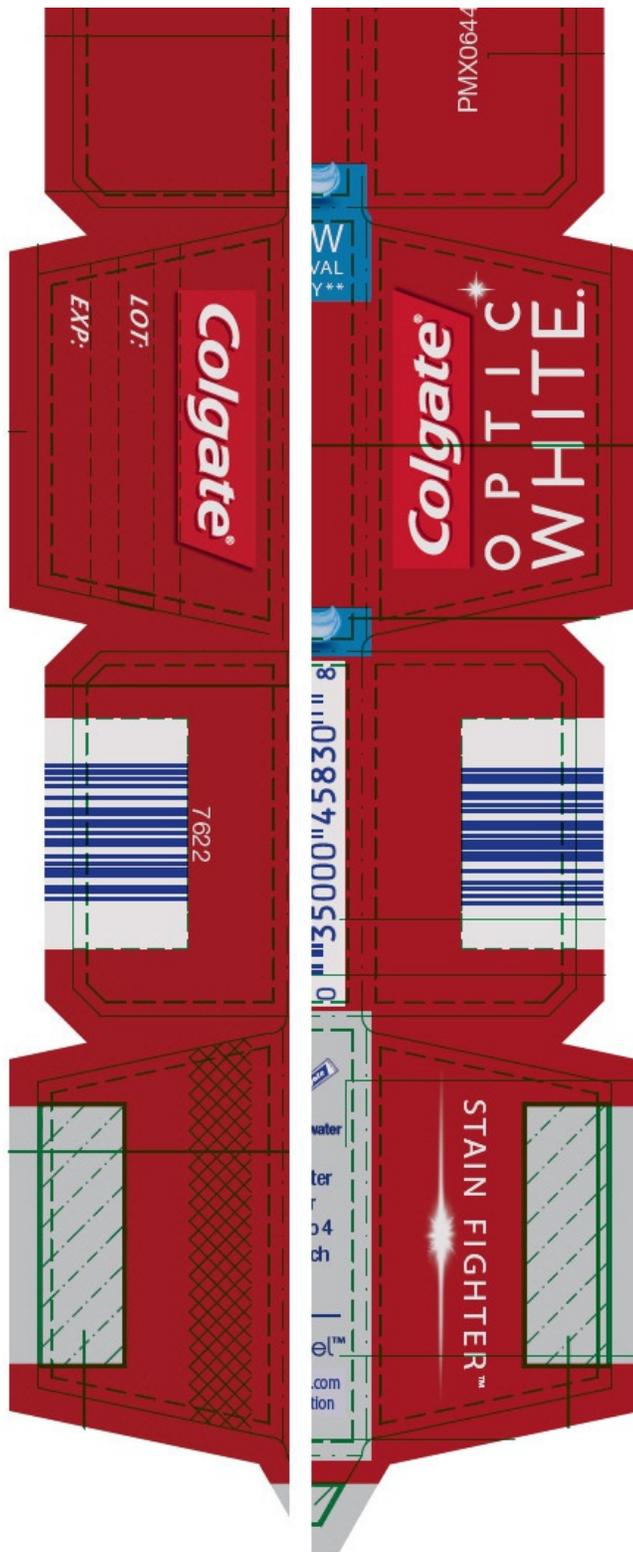
whiter teeth, non whitening toothpaste after 2 weeks of continued use.
**new surface stain removal technology for Optic White®

SAVE WATER
www.colgate.com/savewater

Turning off your water while brushing your teeth can save up to 4 gallons of water each time you brush!

smartlabel™
visit smartlabel.colgate.com for ingredient information





COLGATE OPTIC WHITE STAIN FIGHTER FRESH MINT

sodium fluoride paste, dentifrice

Product Information

| | | | |
|--------------------------------|----------------|---------------------------|---------------|
| Product Type | HUMAN OTC DRUG | Item Code (Source) | NDC:65954-402 |
| Route of Administration | DENTAL | | |

Active Ingredient/Active Moiety

| Ingredient Name | Basis of Strength | Strength |
|--|-------------------|-------------|
| SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION | 1 mg in 1 g |

Inactive Ingredients

| Ingredient Name | Strength |
|--|------------------|
| WATER (UNII: 059QF0KO0R) | 191.17 mg in 1 g |
| HYDRATED SILICA (UNII: Y6O7T4G8P9) | |
| SORBITOL (UNII: 506T60A25R) | |
| GLYCERIN (UNII: PDC6A3C0OX) | |
| POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9) | |
| SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ) | |
| SODIUM PYROPHOSPHATE (UNII: O352864B8Z) | |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J) | |
| CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311) | |
| COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX) | |
| BENZYL ALCOHOL (UNII: LKG8494WBH) | |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY) | |
| XANTHAN GUM (UNII: TTV12P4NEE) | |
| SODIUM HYDROXIDE (UNII: 55X04QC32I) | |
| MICA (UNII: V8A1AW0880) | |
| TITANIUM DIOXIDE (UNII: 15FIX9V2JP) | |
| FD&C BLUE NO. 1 (UNII: H3R47K3TBD) | |

Product Characteristics

| | | | |
|-----------------|------|---------------------|--|
| Color | BLUE | Score | |
| Shape | | Size | |
| Flavor | MINT | Imprint Code | |
| Contains | | | |

Packaging

| # | Item Code | Package Description | Marketing Start Date | Marketing End Date |
|---|------------------|---|----------------------|--------------------|
| 1 | NDC:65954-402-71 | 1 in 1 CARTON | 11/30/2017 | |
| 1 | | 119 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 2 | NDC:65954-402-60 | 1 in 1 CARTON | 12/19/2018 | |
| 2 | | 170 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 3 | NDC:65954-402-02 | 1 in 1 CARTON | 03/12/2019 | |
| 3 | | 56.6 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 4 | NDC:65954-402-33 | 1 in 1 CARTON | 03/18/2020 | 12/31/2023 |

| | | | | |
|---|------------------|---|------------|--|
| 4 | | 36.8 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 5 | NDC:65954-402-42 | 2 in 1 TUBE | 01/01/2024 | |
| 5 | | 119 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 | 11/30/2017 | |

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

Revised: 12/2018

Mission Hills S.A de C.V