

COLGATE OPTIC WHITE ADVANCED VIBRANT CLEAN- sodium monofluorophosphate paste, dentifrice
Colgate-Palmolive Company

Colgate® Optic White® Advanced Vibrant Clean Toothpaste

Drug Facts

Active ingredient

Sodium Monofluorophosphate 1.14% (0.19% 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 6 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 6 to 12 years | use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing) |
| children under 6 years | do not use unless directed by a dentist or physician |

Inactive ingredients

Propylene Glycol, Calcium Pyrophosphate, PVP, PEG/PPG-116/66 Copolymer, PEG-12, Glycerin, Flavor, Hydrogen Peroxide, Sodium Lauryl Sulfate, Silica, Tetrasodium Pyrophosphate, Sodium Saccharin, Disodium Pyrophosphate, Sucralose, BHT.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 127 g Tube Carton

Colgate®

Anticavity Fluoride Toothpaste

NOW 2X WHITENING INGREDIENT†

OPTIC

WHITE®

ADVANCED

DEEPLY WHITENS FOR
UP TO FOUR SHADES*

HYDROGEN

2%

PEROXIDE

ENAMEL SAFE

NET WT 4.5 OZ (127 g)

VIBRANT CLEAN

Colgate[®]
Anticavity Fluoride Toothpaste

NOW 2X WHITENING INGREDIENT*

OPTIC
WHITE.
ADVANCED

ENAMEL SAFE NET WT 4.5 OZ (127 g)
VIBRANT CLEAN

DEEPLY WHITENS FOR
UP TO FOUR SHADES*



Colgate[®]
Anticavity Fluoride Toothpaste

NOW 2X WHITENING INGREDIENT*

OPTIC
WHITE.
ADVANCED

ENAMEL SAFE NET WT 4.5 OZ (127 g)
VIBRANT CLEAN

DEEPLY WHITENS FOR
UP TO FOUR SHADES*



Drug Facts

Active ingredient Purpose
Sodium Monofluorophosphate
1.14% (0.19% w/v fluoride ion).....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.

Drug Facts (continued)

Directions

| | |
|--|--|
| adults and children 6 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 6 to 12 years | use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing) |
| children under 6 years | do not use unless directed by a dentist or physician |

Inactive ingredients Propylene Glycol, Calcium Pyrophosphate, PVP, PEG/PPG-116/66 Copolymer, PEG-12, Glycerin, Flavor, Hydrogen Peroxide, Sodium Lauryl Sulfate, Silica, Tetrasodium Pyrophosphate, Sodium Saccharin, Disodium Pyrophosphate, Sucralose, BHT.

Questions? 1-800-468-6502

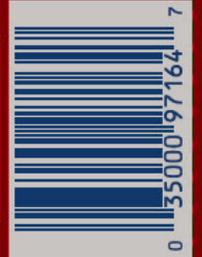
Some people may experience tooth sensitivity or gum discomfort when using whitening products. This discomfort is temporary and not harmful. If you experience more than mild tooth sensitivity, stop use and consult your dentist.



turn off the tap while brushing

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgateopticwhite.com
Made in Mexico

GLUTEN FREE



Colgate[®]

OPTIC
WHITE.
ADVANCED



GOES BEYOND SURFACE
STAINS WITH OUR
PATENTED 2% HYDROGEN
PEROXIDE FORMULA

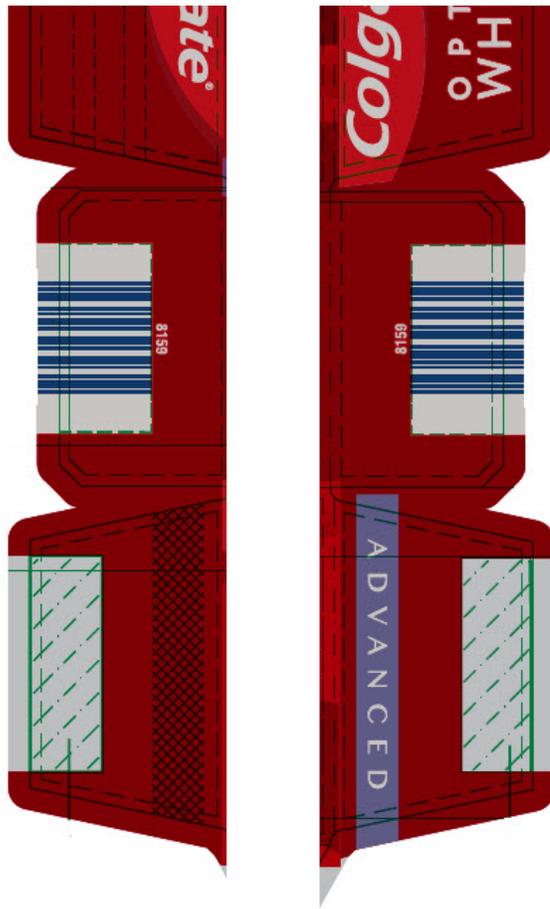
DEEPLY WHITENS
FOR UP TO
FOUR SHADES*



ENAMEL
SAFE

* when brushing twice daily for six weeks
* twice the level of hydrogen peroxide vs. previous Colgate[®] Optic White[®] Advanced





COLGATE OPTIC WHITE ADVANCED VIBRANT CLEAN

sodium monofluorophosphate paste, dentifrice

Product Information

| | | | |
|--------------------------------|----------------|---------------------------|---------------|
| Product Type | HUMAN OTC DRUG | Item Code (Source) | NDC:35000-979 |
| Route of Administration | DENTAL | | |

Active Ingredient/Active Moiety

| Ingredient Name | Basis of Strength | Strength |
|---|-------------------|------------------|
| SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU4080) | FLUORIDE ION | 1.5 mg in 1 g |

Inactive Ingredients

| Ingredient Name | Strength |
|--|---------------|
| PROPYLENE GLYCOL (UNII: 6DC9Q167V3) | 398 mg in 1 g |
| CALCIUM PYROPHOSPHATE (UNII: X69NU20D19) | |
| POVIDONE K15 (UNII: E54VE15114) | |
| PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0) | |
| POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9) | |

| |
|---|
| GLYCERIN (UNII: PDC6A3C0OX) |
| HYDROGEN PEROXIDE (UNII: BBX060AN9V) |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J) |
| SILICON DIOXIDE (UNII: ETJ7Z6XBU4) |
| SODIUM PYROPHOSPHATE (UNII: O352864B8Z) |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY) |
| SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD) |
| SUCRALOSE (UNII: 96K6UQ3ZD4) |
| BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K) |

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:35000-979-32 | 1 in 1 CARTON | 10/14/2019 | 12/31/2022 |
| 1 | | 127 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 2 | NDC:35000-979-86 | 1 in 1 CARTON | 10/14/2019 | |
| 2 | | 90 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 3 | NDC:35000-979-76 | 2 in 1 CARTON | 10/14/2019 | 12/31/2025 |
| 3 | | 90 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 4 | NDC:35000-979-78 | 1 in 1 CARTON | 02/01/2025 | |
| 4 | | 70.8 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 | 10/14/2019 | |

Labeler - Colgate-Palmolive Company (001344381)

Establishment

| Name | Address | ID/FEI | Business Operations |
|------------------------|---------|-----------|--|
| Mission Hills, S.A. de | | 012212122 | ANALYSIS(35000-979) , MANUFACTURE(35000-979) , PACK(35000-979) , |

C.V.

012514144

LABEL(35000-979)

Revised: 10/2025

Colgate-Palmolive Company