

**COLGATE TOTAL SF ADVANCED WHITENING- stannous fluoride paste,
dentifrice
Colgate-Palmolive Company**

Colgate® Total SF Advanced Whitening Paste

Drug Facts

Active ingredient

Stannous Fluoride 0.454% (0.15% w/v fluoride ion)

Purposes

Anticavity, Antigingivitis, Antisensitivity

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with harmful effects of plaque associated with gingivitis
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact

Warnings

When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.

Stop use and ask a dentist if the sensitivity 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.

Stop use and ask a dentist if

- gingivitis, bleeding, or redness persists for more than 2 weeks
- you have painful or swollen gums, pus from the gum line, loose teeth, or increasing spacing between the teeth. These may be signs of periodontitis, a serious form of gum disease.

Directions

- **adults and children 12 years of age and older:** apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.
- do not swallow.

- **children under 12 years of age:** consult a dentist.

Other information

- products containing stannous fluoride may produce surface staining of the teeth. Adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.
- this Colgate product is specially formulated to help prevent staining.

Inactive ingredients

Water, Sorbitol, Hydrated Silica, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Flavor, Sodium Lauryl Sulfate, Microcrystalline Cellulose, Cellulose Gum, Zinc Phosphate, Sodium Citrate, Cocamidopropyl Betaine, Propylene Glycol, Sodium Saccharin, Xanthan Gum, Citric Acid, Sucralose, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE CO.

New York, NY 10022 U.S.A.

Principal Display Panel - 181 g Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

ADA

Accepted

American

Dental

Association ®

24-Hour Antibacterial Protection†

✓CAVITIES ✓PLAQUE ✓GINGIVITIS ✓ENAMEL

✓TARTAR ✓FRESH BREATH ✓WHITENS ✓SENSITIVITY RELIEF

Total

ADVANCED

WHITENING

NET WT 6.4 OZ (181 g)

PASTE

Colgate®

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PASTE

Colgate®

Whole Mouth Health*
Fights bacteria on:

☑ TEETH ☑ TONGUE
☑ CHEEKS ☑ GUMS

GLUTEN FREE SUGAR FREE
RESPONSIBLY MADE†



- ✓ Whitens Teeth
- ✓ Protects Sensitive Teeth
- ✓ Prevents Cavities
- ✓ Freshens Breath
- ✓ Helps Repair Early Enamel Damage
- ✓ Helps Reverse Early Gum Damage
- ✓ Helps Prevent Plaque Bacteria
- ✓ Fights Tartar

PROUDLY MADE BY
AMERICAN WORKERS

SAVE WATER
turn off the tap while brushing



Your community may not yet accept
tubes for recycling. Check locally.
Learn more at Colgate.com/goodness

Drug Facts		Drug Facts (continued)	Drug Facts (continued)
Active ingredient Stannous Fluoride (0.454%) (0.15% w/v fluoride ion)	Purposes Anticavity, Antigingivitis, Antisensitivity	Stop use and ask a dentist if the sensitivity 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.	Other information • products containing stannous fluoride may produce surface staining of the teeth. Adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist. • this Colgate product is specially formulated to help prevent staining.
Uses • acts in the prevention of cavities • helps prevent gingivitis • helps interfere with harmful effects of plaque associated with gingivitis • builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact		Stop use and ask a dentist if • gingivitis, bleeding, or redness persists for more than 2 weeks • you have painful or swollen gums, pus from the gum line, loose teeth, or increasing spacing between the teeth. These may be signs of periodontitis, a serious form of gum disease.	Inactive ingredients Water, Sorbitol, Hydrated Silica, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Flavor, Sodium Lauryl Sulfate, Microcrystalline Cellulose, Cellulose Gum, Zinc Phosphate, Sodium Citrate, Cocamidopropyl Betaine, Propylene Glycol, Sodium Saccharin, Xanthan Gum, Citric Acid, Sucralose, Titanium Dioxide.
Warnings When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.		Directions • adults and children 12 years of age and older: apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth. • do not swallow. • children under 12 years of age: consult a dentist.	Questions? 1-800-468-6502



- Helps prevent cavities
- Helps prevent and reduce plaque
- Helps prevent and reduce gingivitis between teeth
- Helps reduce tooth sensitivity
- Helps remove tooth surface stain
- Helps reduce bad breath

*Helps reduce plaque that leads to gingivitis; fortifies enamel; helps relieve sensitivity with continued use. Not intended for prevention or treatment of more serious oral conditions. †With twice daily brushing after 4 weeks of use. ‡To learn more, visit www.colgatepalmolive.com/en-us/responsibly-made

PS0040598





COLGATE TOTAL SF ADVANCED WHITENING

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-178
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
MICROCRYSTALLINE CELLULOSE (UNII: OP1R32D61U)	
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)	
ZINC PHOSPHATE (UNII: 1E2MCT2M62)	

CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

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:35000-178-25	1 in 1 CARTON	05/14/2019	12/31/2022
1		24.9 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-178-93	1 in 1 CARTON	05/14/2019	12/31/2022
2		96 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-178-47	1 in 1 CARTON	05/14/2019	12/31/2022
3		144 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-178-65	2 in 1 CARTON	05/14/2019	01/31/2023
4		144 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-178-64	1 in 1 CARTON	05/14/2019	12/31/2026
5		181 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:35000-178-14	1 in 1 CARTON	05/14/2019	03/31/2023
6		39.6 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:35000-178-18	5 in 1 CELLO PACK	03/20/2023	12/31/2026
7		1 in 1 CARTON		
7		181 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
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OTC MONOGRAPH DRUG	M021	05/14/2019	12/31/2026
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Labeler - Colgate-Palmolive Company (001344381)

Establishment

Name	Address	ID/FEI	Business Operations
Colgate-Palmolive Company		785047999	ANALYSIS(35000-178) , LABEL(35000-178) , MANUFACTURE(35000-178) , PACK(35000-178)

Revised: 9/2024

Colgate-Palmolive Company