

**COLGATE OPTIC WHITE ADVANCED ICY FRESH- sodium monofluorophosphate paste, dentifrice  
Colgate-Palmolive Company**

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**Colgate® Optic White® Advanced Icy Fresh Toothpaste**  
**Drug Facts**

**Active ingredient**

Sodium Monofluorophosphate 0.76% (0.12% 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**

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**

**PRINCIPAL DISPLAY PANEL - 127 g Tube Carton**

Colgate®  
Anticavity  
Fluoride Toothpaste

NOW  
2X WHITENING INGREDIENT†

OPTIC  
WHITE®

ADVANCED

ENAMEL SAFE  
NET WT 4.5 OZ (127 g)

DEEPLY WHITENS FOR  
UP TO FOUR SHADES\*

HYDROGEN  
2%  
PEROXIDE

ICY FRESH

**Colgate**<sup>®</sup>  
Anticavity Fluoride Toothpaste

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**Drug Facts**

**Active ingredient** Purpose  
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0.76% (0.12% w/v fluoride ion)

**Use** helps protect against cavities

**Warnings**

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**Drug Facts (continued)**

**Directions**

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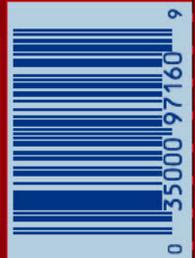
**Inactive ingredients** Propylene Glycol, Calcium Pyrophosphate, PVP, PEG/PPG-116/66 Copolymer, PEG-12, Glycerin, Flavor, Hydrogen Peroxide, Sodium Lauryl Sulfate, Silica, Tetrasodium Pyrophosphate, Sodium Saccharin, Disodium Pyrophosphate, Sucralose, BHT.

**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.



GLUTEN FREE



**Colgate**<sup>®</sup>

OPTIC  
WHITE.  
ADVANCED



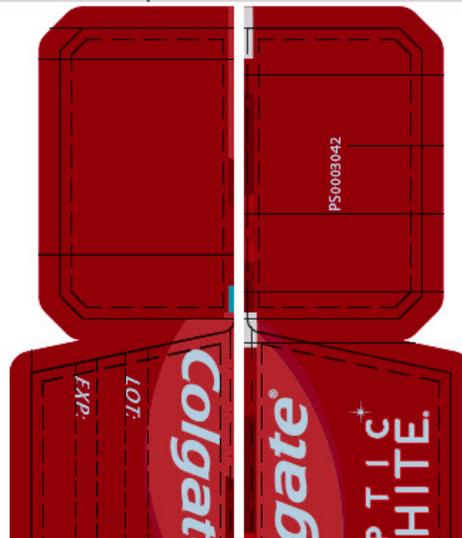
GOES BEYOND SURFACE STAINS  
WITH OUR PATENTED 2%  
HYDROGEN PEROXIDE FORMULA

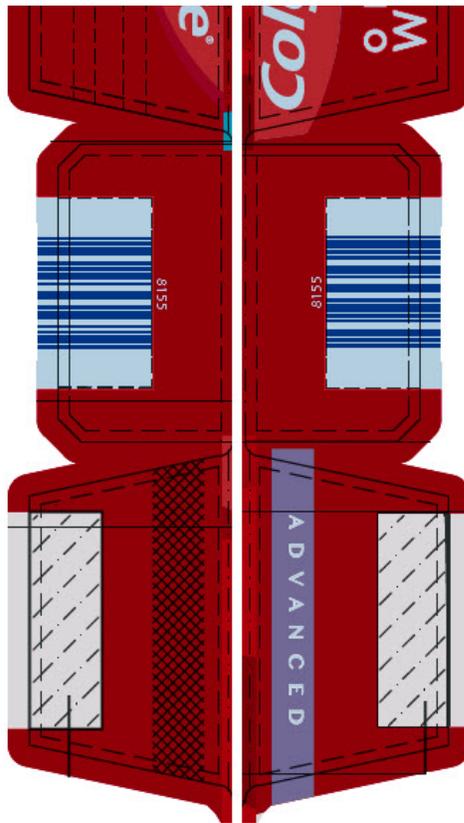
DEEPLY WHITENS  
FOR UP TO  
FOUR SHADES\*

ENAMEL  
SAFE



\* when brushing twice daily for six weeks  
† twice the level of hydrogen peroxide vs. previous Colgate<sup>®</sup> Optic White<sup>®</sup> Advanced





## COLGATE OPTIC WHITE ADVANCED ICY FRESH

sodium monofluorophosphate paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-977
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM MONOFLUOROPHOSPHATE</b> (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)	401.8 mg in 1 g
<b>CALCIUM PYROPHOSPHATE</b> (UNII: X69NU20D19)	
<b>POVIDONE K15</b> (UNII: E54VE15114)	
<b>PEG/PPG-116/66 COPOLYMER</b> (UNII: JP0CK963E0)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>HYDROGEN PEROXIDE</b> (UNII: BBX060AN9V)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SILICON DIOXIDE</b> (UNII: ETJ7Z6XBU4)	

<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WWD9LZUD)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>BUTYLATED HYDROXYTOLUENE</b> (UNII: 1P9D0Z171K)	

### Product Characteristics

<b>Color</b>	WHITE	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-977-86	1 in 1 CARTON	10/14/2019	
1		127 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-977-32	1 in 1 CARTON	10/14/2019	
2		90 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-977-44	2 in 1 CARTON	10/14/2019	
3		127 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-977-76	2 in 1 CARTON	10/14/2019	
4		90 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)