

COLGATE ENAMEL HEALTH SENSITIVITY RELIEF- potassium nitrate and sodium fluoride gel, dentifrice
Colgate-Palmolive

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® Enamel Health™ Sensitivity Relief

Drug Facts

Active ingredient	Purpose
Potassium nitrate 5%	Antisensitivity
Sodium fluoride 0.24% (0.15% w/v fluoride ion)	Anticavity

Uses

- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- helps protect against cavities

Warnings

When using this product, if pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

Stop use and ask a dentist if the 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.

Directions

adults and children 2 years of age and older	apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.
children under 12 years	consult a dentist or physician

Inactive ingredients

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

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®

Anticavity Toothpaste for Sensitive Teeth

ENAMEL

HEALTH

SENSITIVITY RELIEF

STRENGTHEN & REPLENISH

▣ STRENGTHENS ENAMEL 4X BETTER†

▣ HELPS REPLENISH NATURAL CALCIUM

NET WT 6.0 OZ (170 g)

FRESH MINT gel

Colgate

ENAMEL
HEALTH

SENSITIVITY RELIEF

DID YOU KNOW?

Enamel is the first line of defense for your teeth. But daily eating and drinking can leave enamel rough and weak.

Use Colgate® Enamel Health toothpaste twice a day for smooth, healthy enamel.

Touch & Feel

Acid-softened enamel is rough



Healthy enamel is smooth

✓ Strengthens enamel 4X better vs. ordinary fluoride toothpaste after 3 applications in an in-mouth study

✓ Helps replenish natural calcium and other minerals back into weakened enamel, filling in rough spots and making it stronger

Colgate®
Anticavity Toothpaste for Sensitive Teeth

ENAMEL
HEALTH

SENSITIVITY RELIEF



STRENGTHEN & REPLENISH

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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.

Purpose

Antisensitivity
Anticavity

Drug Facts (continued)

Directions

adults and children 12 years of age and older apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.

children under 12 years consult a dentist or physician

Inactive Ingredients Water, Sorbitol, Hydrated Silica, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Sodium Lauryl Sulfate, Flavor, Zinc Phosphate, Cellulose Gum, Microcrystalline Cellulose, Cocamidopropyl Betaine, Mica, Benzyl Alcohol, Xanthan Gum, Sodium Saccharin, Blue 1, Titanium Dioxide.

Questions? 1-800-468-6502

Dist. by:
COLGATE-PALMOLIVE CO.
New York, NY 10022 U.S.A.
www.colgateenamelhealth.com

GLUTEN FREE

smartlabel®
app enabled
scan for more information



Colgate

ENAMEL
HEALTH

SENSITIVITY RELIEF



STRONGER

Contains active fluoride to help replenish natural calcium back into weakened enamel to strengthen teeth

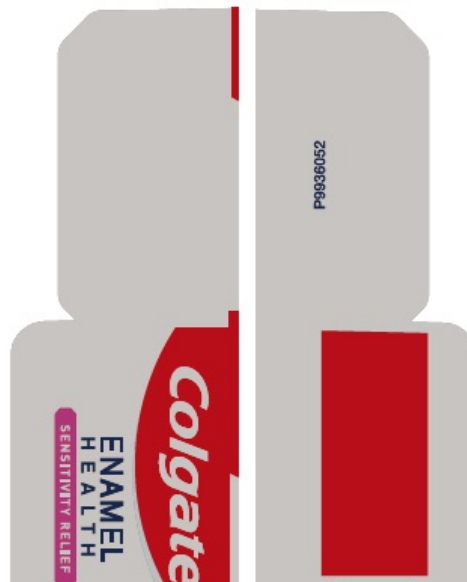


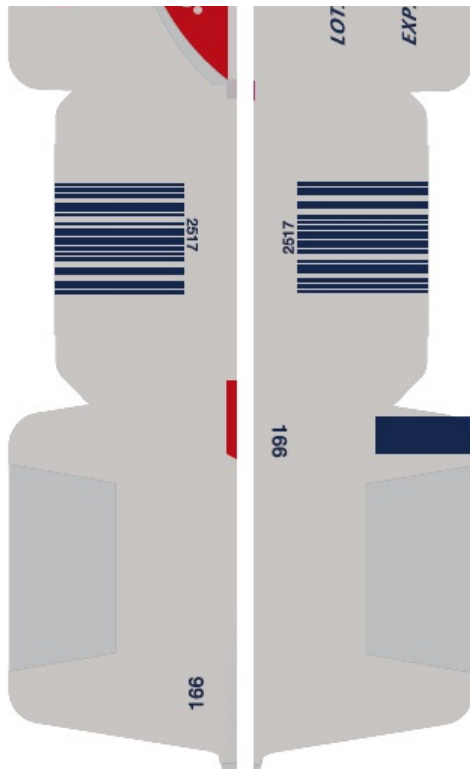
SMOOTHER

Polishes roughened enamel with gentle micro-polishing action so germs are less likely to stick



HEALTHY ENAMEL





COLGATE ENAMEL HEALTH SENSITIVITY RELIEF

potassium nitrate and sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-206
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (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)	
ZINC PHOSPHATE (UNII: 1E2MCT2M62)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	

BENZYL ALCOHOL (UNII: LKG8494WBH)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
XANTHAN GUM (UNII: TTV12P4NEE)				
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:35000-206-20	1 in 1 CARTON	06/30/2014	
1		24 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-206-69	1 in 1 CARTON	06/30/2014	
2		113 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-206-26	1 in 1 CARTON	06/30/2014	
3		155 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-206-60	1 in 1 CARTON	11/30/2017	
4		170 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 not final		part356	06/30/2014	

Labeler - Colgate-Palmolive (001344381)