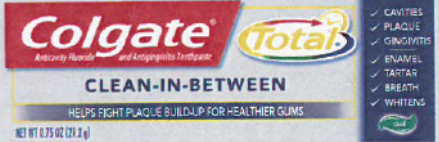


Total Clean-in-Between 0.75 oz Tube US

Version# 3
 Part#: P9908434
 Date: 03/09/2016

Uses aids in the prevention of: • cavities • plaque • gingivitis
Warnings Keep out of the 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.
Ask a dentist before use if you have: • bleeding or redness lasting more than 2 weeks • pain, swelling, pus, loose teeth, or loose spacing between teeth. These may be signs of periodontitis, a serious form of gum disease. **Directions** • supervise children as necessary until capable of using without supervision.
 • 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 a physician. • Children under 12 years: Instruct in good brushing and rinsing habits (to minimize swallowing). • Children under 6 years: Do not use unless directed by a dentist or a physician. Antiplaque and antigingivitis use not proven in children.
Inactive ingredients: water, hydrated silica, glycerin, sorbitol, flavor, PVPMA copolymer, sodium lauryl sulfate, cellulose gum, sodium hydroxide, propylene glycol, carboxypolymers, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1, D&C yellow no. 10

Questions? 1-800-468-6502 www.colgate.com • P9908434 0300
 Dist. by COLGATE-PALMOLIVE COMPANY, New York, NY 10022



Colgate **Total**
 Anticavity Fluoride and Antigingivitis Toothpaste
CLEAN-IN-BETWEEN
 HELPS FIGHT PLAQUE BUILDUP FOR HEALTHIER GUMS

NET WT 0.75 OZ (21.3 g)

Active ingredients	Purpose
Sodium fluoride 0.24% (0.15% w/v fluoride ion)	Anticavity
Triclosan 0.30%	Antigingivitis

- ✓ CAVITIES
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
- ✓ WHITENS

OTC INFO	
DRUG FACTS:	N/A
DRUG FACTS (cont.):	N/A
HEADINGS:	7 point Helvetica Condensed Bold Oblique
SUBHEADINGS:	6 point Helvetica Condensed Bold
ALL TEXT:	6 point Helvetica Condensed
LEADING:	6 point
RULE WEIGHTS:	N/A
CHARACTERS/IN:	52 characters per inch

(b) (4)

(b) (4)

Total Clean-in-Between 5.8oz Tube US

Version# 3
 Part#: P9908435
 Date: 03/09/2016

Colgate
 Anticavity Fluoride and Antigingivitis Toothpaste

Total

CLEAN-IN-BETWEEN
 HELPS FIGHT PLAQUE BUILD-UP FOR HEALTHIER GUMS

NET WT 5.8 OZ (164 g)

- ✓ CAVITIES
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
- ✓ WHITENS

Active ingredients
 Sodium fluoride 0.24% (0.15% w/v fluoride ion).....Anticavity
 Triclosan 0.30%.....Antigingivitis

Purpose
 Anticavity
 Antigingivitis

Directions
 • supervise children as necessary until capable of using without supervision. • 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 a physician. • Children under 12 years: Instruct in good brushing and rinsing habits (to minimize swallowing). • Children under 6 years: Do not use unless directed by a dentist or a physician. Antiplaque and antigingivitis use not proven in children.

Warnings Keep out of the 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. Ask a dentist before use if you have • bleeding or redness lasting more than 2 weeks • pain, swelling, pus, loose teeth, or more spacing between teeth. These may be signs of periodontitis, a serious form of gum disease.

Uses aids in the prevention of: • cavities • plaque • gingivitis

Inactive ingredients
 water, hydrated silica, glycerin, sorbitol, flavor, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, sodium hydroxide, propylene glycol, carrageenan, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1, D&C yellow no. 10

1-800-468-6502
www.colgatetotal.com

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

P9908435
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FPO

OTC INFO	
DRUG FACTS:	NA
DRUG FACTS (cont.):	NA
HEADINGS:	8 point Helvetica Condensed Bold Oblique
SUBHEADINGS:	6 point Helvetica Bold Condensed
ALL TEXT:	6 point Helvetica Medium Condensed
LEADING:	6.5 point
RULE WEIGHTS:	Barlines NA/Hairlines .5 pt
CHARACTERS/IN:	32 characters per inch

(b) (4)



FROM COLGATE TO YOU - BUILDING ORAL HEALTH AWARENESS

Daily oral hygiene can help to treat and prevent the early stages of gingivitis. An ideal oral hygiene routine should include regular dental check ups, flossing daily and twice daily brushing with an antingivitis toothpaste.

HEALTHY GUMS



Healthy, pink gums

DENTAL PLAQUE BUILD-UP CAN LEAD TO GINGIVITIS



plaque build-up

Dental Plaque is a sticky bacterial film that builds up on teeth. If it is not regularly cleaned away.



swollen, red gums

Plaque build-up can lead to swelling and redness, which are signs of gingivitis, an early form of gum disease.



One area where plaque can build up and lead to gingivitis is between teeth along the gumline.



Colgate Total
Anticavity Fluoride and Antingivitis Toothpaste

CLEAN-IN-BETWEEN

NET WT 5.8 OZ (164 g) HELPS FIGHT PLAQUE BUILD-UP FOR HEALTHIER GUMS



MICRO-FOAMING FORMULA

- ✓ CAVITIES
- ✓ PLAQUE
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
- ✓ WHITENS

Gel

Colgate

LOT: EXP:



CLEAN-IN-BETWEEN

Antingivitis formula helps fight plaque build-up for healthier gums

- Colgate Total® is uniquely formulated to:
 - Help prevent gingivitis
 - Help prevent cavities
 - Help prevent plaque build-up
- And also:
 - Fight tartar build-up
 - Fight bad breath
 - Whiten teeth



MICRO-FOAMING FORMULA REACHES ALL AROUND THE TEETH AND ALONG THE GUM LINE.

This product is not intended to replace flossing. For best results, brush twice a day, floss daily, and see a dentist every 6 months.

Dist. by COLGATE-PALMOLIVE COMPANY
New York, NY 10022
www.colgatetotal.com **MADE IN U.S.A.**

SAVE WATER

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

Drug Facts

Active ingredients	Purpose
Sodium fluoride 0.24% (0.15% w/v fluoride ion) Triclosan 0.30%	Anticavity Antingivitis
Uses	aids in the prevention of: • cavities • plaque • gingivitis
Warnings	Keep out of the 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. Ask a dentist before use if you have • bleeding or redness lasting more than 2 weeks • pain, swelling, pus, loose teeth, or more spacing between teeth These may be signs of periodontitis, a serious form of gum disease.

Drug Facts (continued)

Directions supervise children as necessary until capable of using without supervision. 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 a physician	
children under 12 years	instruct in good brushing and rinsing habits (to minimize swallowing)
children under 6 years	do not use unless directed by a dentist or a physician
Antiplaque and antingivitis use not proven in children.	
Inactive ingredients water, hydrated silica, glycerin, sorbitol, flavor, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, sodium hydroxide, propylene glycol, carrageenan, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1, D&C yellow no. 10	
Questions? 1-800-468-6502	

OTC INFO
DRUG FACTS: 9 point Helvetica Bold Oblique
DRUG FACTS (cont.): 8 point Helvetica Bold Oblique
HEADINGS: 8 point Helvetica Bold Oblique
SUBHEADINGS: 6 point Helvetica Bold
ALL TEXT: 6 point Helvetica Medium
LEADING: 6.5 point
RULE WEIGHTS: Barlines 2.5 pt/Hairlines .5 pt
CHARACTERS/IN: 35 characters per inch
Reference ID: 3907669
DESIGN COMPLEXITY

This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.

/s/

THERESA M MICHELE
03/24/2016