DEPARTMENT OF HEALTH & HUMAN SERVICES Public Health Service

Food and Drug Administration
Rockville MD 20857

NDA 20-231/S-043

Colgate-Palmolive Company
Attention: Boyce (Mack) M. Morrison, Jr., Ph.D.
Associate Director of Regulatory Affairs
909 River Road
P.O. Box 1343
Piscataway, NJ 08855-1343

Dear Dr. Morrison:

Please refer to your supplemental new drug application dated May 4, 2005, received May 5, 2005, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act for Colgate Total® Toothpaste (0.24% sodium fluoride and 0.30% triclosan dentifrice paste).

We acknowledge receipt of your submissions dated September 8 and December 22, 2005, and April 11, 2006.

Your submission of December 22, 2005 constituted a complete response to our September 1, 2005 action letter.

This supplement provides for a new formulation, Colgate Total® Whitening Liquid Gel, which replaces Colgate Total® Advanced Fresh 2 in 1 Toothpaste and Mouthwash Freshness.

We have completed our review of this supplemental new drug application. This supplement is approved, effective on the date of this letter, for use as recommended in the agreed-upon labeling text.

The final printed labeling (FPL) must be identical to the draft labeling (package labeling submitted April 11, 2006), and must be formatted in accordance with the requirements of 21 CFR 201.66.

Please submit an electronic version of the FPL according to the guidance for industry titled *Providing Regulatory Submissions in Electronic Format - NDA*. Alternatively, you may submit 20 paper copies of the FPL as soon as it is available but no more than 30 days after it is printed. Individually mount 15 of the copies on heavy-weight paper or similar material. For administrative purposes, designate this submission "**FPL for approved supplement NDA 20-231/S-043**." Approval of this submission by FDA is not required before the labeling is used.

We remind you to remove the word “NEW!” from the principal display panel after 180 days of

marketing.

If you issue a letter communicating important information about this drug product (i.e., a "Dear Health Care Professional" letter), we request that you submit a copy of the letter to this NDA and a copy to the following address:

MEDWATCH, HF-2
FDA
5600 Fishers Lane
Rockville, MD 20857

We remind you that you must comply with the requirements for an approved NDA (21 CFR 314.80 and 314.81).

If you have any questions, call Elaine Abraham, R.Ph., Regulatory Project Manager, at (301) 796-0843.

Sincerely,

{See appended electronic signature page}

Andrea Leonard-Segal, M.D.
Director
Division of Nonprescription Clinical Evaluation
Office of Nonprescription Products
Center for Drug Evaluation and Research

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

/s/

Debbie Lumpkins
4/21/2006 08:42:49 AM

Andrea Segal
4/21/2006 09:20:30 AM