DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration
Rockville, MD 20857

NDA 20-231/S-064

Colgate-Palmolive Company
Attention: Boyce M. Morrison, Jr., PhD.
Associate Director of Regulatory Affairs, North America
909 River Road
PO Box 1343
Piscataway, NJ 08855-1343

Dear Mr. Morrison:

Please refer to your supplemental new drug application (sNDA) dated August 21, 2008, received August 22, 2008, submitted under section 505(b)/pursuant to section 505(b)(2) of the Federal Food, Drug, and Cosmetic Act for Colgate Total Toothpaste (sodium fluoride 0.24%, triclosan 0.30%) dentifrice paste.

We acknowledge receipt of your submission dated February 19, 2009.

This supplemental new drug application proposes to change the name of Colgate Total Fresh Stripe Gel Toothpaste to Colgate Total Enamel Strength Stripe Toothpaste.

We completed our review of this application, as amended. This application 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 labeling (the 4.0 oz., 5.8 oz., and 7.6 oz. tube sizes and from the PDP of the 4.0 oz., 5.8 oz., and 7.6 oz. carton sizes) submitted February 19, 2009 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-064**." Approval of this submission by FDA is not required before the labeling is used.

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
Food and Drug Administration
5515 Security Lane
HFD-001, Suite 5100
Rockville, MD 20857

Please submit one market package of the drug product when it is available.

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

If you have any questions, call Michelle Poindexter, Regulatory Project Manager, at (301) 796-4795.

Sincerely,

{See appended electronic signature page}

Joel Schiffenbauer, M.D.
Deputy 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/

Joel Schiffenbauer

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