



**SUBMISSION LABELING**

Colgate Total Plus Whitening Carton Copy  
Trial Size (.75 OZ, 21 g)

8 pt font size

6 pt font size/0.5 pt leading

**Drug Facts** (continued)

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

[Telephone icon] *Questions or comments?* Call toll-free 1-800-468-6502.

UPC Code

HELPS PREVENT CAVITIES • GINGIVITIS • PLAQUE

**Colgate® Total® Plus Whitening**

Anticavity Fluoride And Antigingivitis Toothpaste

[ADA Seal]

12 HOUR FRESH BREATH PROTECTION • FIGHTS TARTAR BUILDUP • WHITENS TEETH\*

NET WT  
.75 OZ (21g)

**[CP Logo]** Dist. by: COLGATE-PALMOLIVE COMPANY  
 New York, NY 10022 Made in U.S.A. www.colgatetotal.com U.S. Pat. No. 5288480

**Drug Facts**

**Active ingredients**  
 Sodium fluoride 0.24% (0.14% w/v fluoride ion).....Anticavity  
 Triclosan 0.30%.....Antiplaque, Antigingivitis

**Purpose**  
 Anticavity  
 Antiplaque, Antigingivitis

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

**[ADA Seal]** Colgate Total Plus Whitening Toothpaste has been found to be an effective decay-preventive dentifrice, and to help prevent and reduce gingivitis when used as directed in a conscientiously applied program of oral hygiene and regular professional care. \*It has been shown to whiten teeth by removing surface stains. It has also been shown to reduce the formation of plaque and tartar above the gumline. Its effect on periodontitis has not been determined.  
 Council on Scientific Affairs  
 American Dental Association

9 pt font size

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**Drug Facts (continued)**

**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.

**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.

6 pt font size/0.5 pt leading

2.5 pt barline and box enclosure

**SUBMISSION LABELING**

**Colgate Total Plus Whitening Tube Copy  
Trial Size (.75 OZ, 21 g)**

----- FRONT PANEL -----

[CP Logo] Dist. by: COLGATE-PALMOLIVE COMPANY [Telephone icon] 1-800-468-6502  
New York, NY 10022 Made in U.S.A. www.colgateotal.com XXXXXXXX 0000

\*Whitens teeth by gently removing surface stains.

HELPS PREVENT CAVITIES • GINGIVITIS • PLAQUE

**Colgate® Total® Plus Whitening**

Anticavity Fluoride And Antigingivitis Toothpaste

[ADA Seal]

12 HOUR FRESH BREATH PROTECTION • FIGHTS TARTAR BUILDUP • WHITENS TEETH\*

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**Purpose:**

.....Anticavity  
.....Antiplaque, Antigingivitis

-----NO PRINT AREA-----

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BACK PANEL -----

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

NET WT .75 OZ (21g)

**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.

**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.

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this page is the manifestation of the electronic signature.**

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/s/

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Linda Katz  
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