





PRINT BACKGROUND COLOR ONLY - NO COPY

**Inactive ingredients**  
 water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carageenan, titanium dioxide

**ADA**  
 Accepted  
 The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Clean plus Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, plaque above the gumline, bad breath and to whiten teeth by removing surface stains, when used as directed.

Whitens teeth with a breakthrough cleaning ingredient that gently removes surface stains.

Questions or comments?  
 Call toll-free 1-800-763-0246  
[www.colgatetotal.com](http://www.colgatetotal.com)

Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
 300 Park Ave. N.Y.C. 10022  
 U.S. Pat. Nos. 3,594,801, 5,944,641

P882049 1/050

PRINT BACKGROUND COLOR ONLY - NO COPY

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 6.0 OZ (170g)



EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH

PRINT BACKGROUND COLOR ONLY - NO COPY

**Active ingredients**

Sodium fluoride 0.24% (0.14% w/v fluoride ion)  
 Triclosan 0.30%

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, 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.

**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.

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**<sup>®</sup>  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 6.0 OZ (170g)



Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**<sup>®</sup>  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 6.0 OZ (170g)



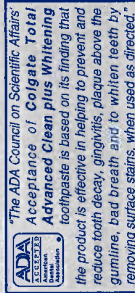
**Colgate**<sup>®</sup>  
**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

- ✓ Helps prevent plaque buildup
- And also:
- ✓ Contains an advanced cleaning system for an extra clean and healthy mouth

Colgate Total<sup>®</sup> Advanced Clean plus Whitening has a combination of triclosan for gingivitis protection and fluoride for cavity protection.

- ✓ Helps prevent cavities
- ✓ Helps prevent gingivitis
- And also:
- ✓ Fights tartar buildup
- ✓ Fights bad breath
- ✓ Whitens teeth\*

U.S. Pat. Nos. 5288480, 5344641



\*The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Clean plus Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, plaque above the gumline, bad breath, and to whiten teeth by removing surface stains, when used as directed.

\*Whitens teeth with a breakthrough cleaning ingredient that gently removes surface stains.  
 Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
 New York, NY 10022 Made in U.S.A.  
[www.colgatetotal.com](http://www.colgatetotal.com)

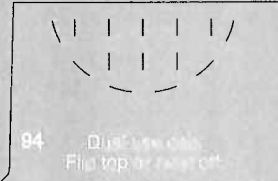
**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH \*

**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH \*

**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

**Colgate**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING  
 EXP  
 DATE



**Drug Facts** (continued)

**Directions** supervise children as necessary until capable of using without supervision. brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or a physician

adults and children 6 years of age and older	children under 12 years
children under 6 years	children under 6 years

Instruct in good brushing and rinsing habits (to minimize swallowing).  
 do not use unless directed by a dentist or a physician

**Inactive ingredients** water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carrageenan, titanium dioxide

**Questions or comments?** Call toll-free 1-800-763-0246

**Drug Facts**

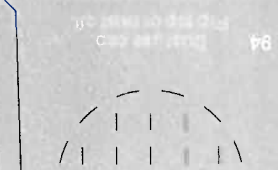
**Active ingredients**  
 Sodium fluoride 0.24% (0.14% w/v fluoride ion)  
 Triclosan 0.30%  
 Antigingivitis

**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.

P9832052  
 1050

**Colgate**<sup>®</sup>  
**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING



**Inactive ingredients**  
 water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carrageenan, titanium dioxide



"The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Clean plus Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, plaque above the gumline, bad breath and to whiten teeth by removing surface stains, when used as directed."

Whitens teeth with a breakthrough cleaning ingredient that gently removes surface stains.

Questions or comments?  
 Call toll-free 1-800-783-0246  
[www.colgatetotal.com](http://www.colgatetotal.com)

Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
 New York, NY 10022  
 U.S. Pat. Nos. 5288401, 5284641



P9832050 1061

PRINT BACKGROUND COLOR ONLY - NO COPY

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**  
 Anticavity Fluoride and Antigingivitis Toothpaste



NET WT 7.8 OZ (221 g)

EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH



PRINT BACKGROUND COLOR ONLY - NO COPY

**Active ingredients**

Sodium fluoride 0.24% (0.14% w/v fluoride ion)  
 Triclosan 0.30%

**Uses** aids in the prevention of:

- cavities
- plaque
- gingivitis

**Purpose**

Anticavity  
 Antigingivitis

**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.

**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.

PRINT BACKGROUND COLOR ONLY - NO COPY

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**<sup>®</sup>  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 7.8 OZ (221 g)



Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**<sup>®</sup>  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 7.8 OZ (221 g)



**Colgate**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

Helps prevent plaque buildup  
 And also:  
 Contains an advanced cleaning system  
 for an extra clean and healthy mouth

**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH

**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH

**Colgate**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING  
 EXP  
 DATE

The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Clean plus Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, plaque above the gumline, bad breath and to whiten teeth by removing surface stains, when used as directed.\*

\*Whitens teeth with a breakthrough cleaning ingredient that gently removes surface stains.

Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
 New York, NY 10022. Made in U.S.A.  
[www.colgatetotal.com](http://www.colgatetotal.com)

Colgate Total<sup>®</sup> Advanced Clean plus Whitening has a combination of triclosan for gingivitis protection and fluoride for cavity protection.

- ✓ Helps prevent cavities
- ✓ Helps prevent gingivitis
- And also:
- ✓ Fights tartar buildup
- ✓ Fights bad breath
- ✓ Whitens teeth\*

U.S. Pat. Nos. 5288480, 5344641

<b>Drug Facts</b>	
<b>Active ingredients</b> Sodium fluoride 0.24% (0.14% w/v fluoride ion), Triclosan 0.30%.....	<b>Purpose</b> Anticavity Antigingivitis
<b>Uses</b> aids in the prevention of: • cavities • plaque • gingivitis	
<b>Warnings</b> 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.	

<b>Drug Facts (continued)</b>	
<b>Directions</b> supervise children as necessary until capable of using without supervision. 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 children under 6 years	<b>Inactive ingredients</b> water, hydrated silica, glycerin, sorbitol, PVP/MMA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carraageenan, titanium dioxide
<b>Questions or comments?</b> Call toll-free 1-800-763-0246	

95  
 Dual use cap  
 Flip top or twist off  
 9  
 3500074501  
 0

P9832053  
 1051

**Colgate**<sup>®</sup>  
**Total**<sup>®</sup>  
 Advanced Clean  
 PLUS WHITENING

98

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH



**Colgate Total**  
 Anticavity Fluoride and Antigingivitis Toothpaste


Helps Prevent Cavities • Gingivitis • Plaque

**NET WT. 1 OZ (2.83 g)**

Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
 NY, NY 10022 MADE IN U.S.A.  
[www.colgate.com](http://www.colgate.com)

1037  
 U.S. Pat. Nos. 5289480, 5344841 P9832521

TEAR HERE



<b>Drug Facts</b>							
Active Ingredients	Purpose						
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity						
Triclosan 0.30%	Antigingivitis						
<p><b>Uses</b> aids in the prevention of:</p> <ul style="list-style-type: none"> <li>• cavities • plaque • gingivitis</li> </ul>							
<p><b>Warnings</b></p> <p>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.  <b>Ask a dentist before use if you have</b></p> <ul style="list-style-type: none"> <li>bleeding or redness lasting more than 2 weeks</li> <li>pain, swelling, pus, loose teeth, or more spacing between teeth</li> </ul> <p>These may be signs of periodontitis, a serious form of gum disease.</p>							
<p><b>Directions</b> supervise children as necessary until capable of using without supervision.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%; border: none; padding-right: 10px;">adults and children 6 years of age and older</td> <td style="border: none;">brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or a physician</td> </tr> <tr> <td style="border: none; padding-right: 10px;">children under 12 years</td> <td style="border: none;">instruct in good brushing and rinsing habits (to minimize swallowing)</td> </tr> <tr> <td style="border: none; padding-right: 10px;">children under 6 years</td> <td style="border: none;">do not use unless directed by a dentist or a physician</td> </tr> </table> <p>Anti-plaque and anti-gingivitis use not proven in children.</p>		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
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						
<p><b>Inactive ingredients</b> water, hydrated silica, glycerin, sorbitol, PVMMA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carrageenan, titanium dioxide</p>							
<p> <b>Questions?</b> 1-800-763-0246</p>							

WHITE  
 ELECTROL

PMX06441984

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 4.2 OZ (119g)

ADA  
 Accepted  
 American Dental Association

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH

**Total**  
 Advanced Clean  
 PLUS WHITENING

3500074503

EXP. DATE

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate**  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 4.2 OZ (119g)

ADA  
 Accepted  
 American Dental Association

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH

**Total**  
 Advanced Clean  
 PLUS WHITENING

3500074503

5006

Helps prevent plaque buildup  
 And also:  
 Contains an advanced cleaning system  
 for an extra clean and healthy mouth

**Colgate**  
 Anticavity Fluoride  
 and Antigingivitis Toothpaste

NET WT 4.2 OZ (119g)

ADA  
 Accepted  
 American Dental Association

**NEW!**  
 EXTRA  
 CLEAN &  
 HEALTHY  
 MOUTH

**Total**  
 Advanced Clean  
 PLUS WHITENING

3500074503

The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Clean plus Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, plaque above the gumline, bad breath and to whiten teeth by removing surface stains, when used as directed.\*

\*Whitens teeth with a breakthrough cleaning ingredient that gently removes surface stains.

COLGATE-PALMOLIVE COMPANY  
 New York, NY 10027, Made in Mexico  
[www.colgateoral.com](http://www.colgateoral.com)

U.S. Pat. Nos. 5288480, 5344641

86

Flip top or twist cap

3500074503

86

Drug Facts (continued)

<b>Active ingredients</b> Sodium fluoride 0.24% (0.14% w/v fluoride ion), Triclosan 0.30%, <b>Uses</b> aids in the prevention of • cavities • plaque • gingivitis	<b>Purpose</b> Anticavity Antigingivitis
<b>Warnings</b> 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. <b>Ask a dentist before use if you have</b> • 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.	<b>Directions</b> supervise children as necessary until capable of using without supervision. 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 children under 6 years Antiplaque and antigingivitis use: not proven in children
<b>Questions or comments?</b> Call toll-free 1-800-763-0246	<b>Inactive ingredients</b> water, hydrated silica, glycerin, sorbitol, PVP/MMA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carraageenan, titanium dioxide



**U.S. OTC - MADE IN MEXICO**

Helps Prevent Cavities • Gingivitis • Plaque

**Colgate®**  
Anticavity Fluoride  
and Antigingivitis Toothpaste

NET WT 7.8 OZ (221 g)



Helps Prevent Cavities • Gingivitis • Plaque

**Colgate®**  
Anticavity Fluoride  
and Antigingivitis Toothpaste

NET WT 7.8 OZ (221 g)



**Colgate Total®**  
Advanced Clean  
PLUS WHITENING

EXP. DATE

**NEW!**

EXTRA  
CLEAN &  
HEALTHY  
MOUTH

**Total®**  
Advanced Clean  
PLUS WHITENING

**NEW!**

EXTRA  
CLEAN &  
HEALTHY  
MOUTH

**Total®**  
Advanced Clean  
PLUS WHITENING

**Colgate® Total®**  
Advanced Clean  
PLUS WHITENING

Helps prevent plaque buildup

And also:

Contains an advanced cleaning system  
for an extra clean and healthy mouth

Colgate Total® Advanced Clean plus Whitening has a combination of triclosan for gingivitis protection and fluoride for cavity protection.

- ✓ Helps prevent cavities
- ✓ And also:
- ✓ Fights tartar buildup
- ✓ Whitenes teeth \*
- ✓ Helps prevent gingivitis
- ✓ Fights bad breath

U.S. Pat. Nos. 5288480, 5344641



\*The ADA Council on Scientific Affairs' Acceptance of Colgate Total Advanced Clean plus Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis, plaque above the gumline, bad breath, and to whiten teeth by removing surface stains, when used as directed.

\*Whitenes teeth with a breakthrough cleaning ingredient that gently removes surface stains.

Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
New York, NY 10022 Made in Mexico  
www.colgatetotal.com

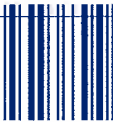
PMX06441986



5008



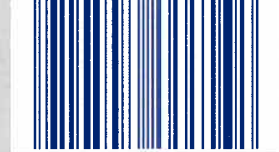
**Colgate Total®**  
Advanced Clean  
PLUS WHITENING



95

Use cap  
Flip top or twist off

35000745019



**Drug Facts (continued)**

**Directions** supervise children as necessary until capable of using without supervision. brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or a physician. 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, PVP/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carrageenan, titanium dioxide

**Questions or comments?** Call toll-free 1-800-763-0246

**Drug Facts**

**Active ingredients**

Sodium fluoride 0.24% (0.14% w/w fluoride ion)  
Triclosan 0.30%

**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

Use cap  
Flip top or twist off

96

OF FRONT PANEL

**NEW!**  
 EXTRA CLEAN & HEALTHY MOUTH

**Colgate Total<sup>2</sup>**  
 Advanced Clean PLUS WHITENING  
 Anticavity Fluoride and Antigingivitis Toothpaste

Helps Prevent Cavities • Gingivitis • Plaque

NET WT. 1.0Z (2.83 g)

DRUG BY:  
 COLGATE-PALMOLIVE COMPANY  
 New York, NY 10022 Made in Mexico  
[www.colgateusa.com](http://www.colgateusa.com)

1064  
 U.S. Pat. Nos. 5228360, 5344841  
 P9835300

TEAR HERE

**Drug Facts**

Active Ingredients	Purpose
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity
Triclosan 0.30%	Antigingivitis

**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.

**Directions**

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, PVM/MA copolymer, sodium lauryl sulfate, flavon, cellulose gum, sodium hydroxide, propylene glycol, sodium saccharin, carrageenan, titanium dioxide

**Questions?** 1-800-763-0246

WHITE  
 RETRACK