

COLGATE OPTIC WHITE RENEWAL HIGH IMPACT WHITE- sodium monofluorophosphate paste, dentifrice
Colgate-Palmolive Company

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Colgate® Optic White® Renewal High Impact White

Drug Facts

Active ingredient

Sodium Monofluorophosphate 0.76% (0.12% w/v fluoride ion)

Purpose

Anticavity

Use

helps protect against cavities

Warnings

Keep out of 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

adults and children 2 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 physician
children 2 to 6 years	use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

Inactive ingredients

Propylene Glycol, Calcium Pyrophosphate, PVP, PEG/PPG-116/66 Copolymer, Hydrogen Peroxide, Flavor, Sodium Lauryl Sulfate, Tetrasodium Pyrophosphate, Sodium Saccharin, Disodium Pyrophosphate, Silica, Sucralose, BHT.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 85 g Tube Carton

Colgate®

Anticavity Fluoride Toothpaste

NEW

OPTIC

WHITE®

RENEWAL

REMOVES

10 YEARS OF

YELLOW STAINS*

HYDROGEN

3%

PEROXIDE

HIGH IMPACT WHITE

NET WT 3.0 OZ (85 g)

ENAMEL SAFE

PS0001708

OPTIC
WHITE

Colgate®

Some people may experience tooth sensitivity or gum discomfort when using whitening products. This discomfort is temporary and not harmful. If you experience more than mild tooth sensitivity, stop use and consult your dentist.

Drug Facts (continued)

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children 2 to 6 years
children under 2 years

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Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgateopticwhite.com
Made in Mexico



smartlabel app enabled



35000 97008 4

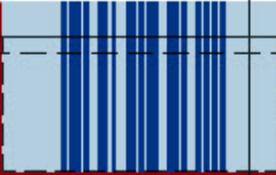
NET WT 2.0 OZ (56.7g)

NET WT 3.0 OZ (85 g)

ENAMEL SAFE

LOT:

EXP:



666L

Colgate

OPTIC WHITE

RENEWAL

OUR BEST WHITENING TOOTHPASTE

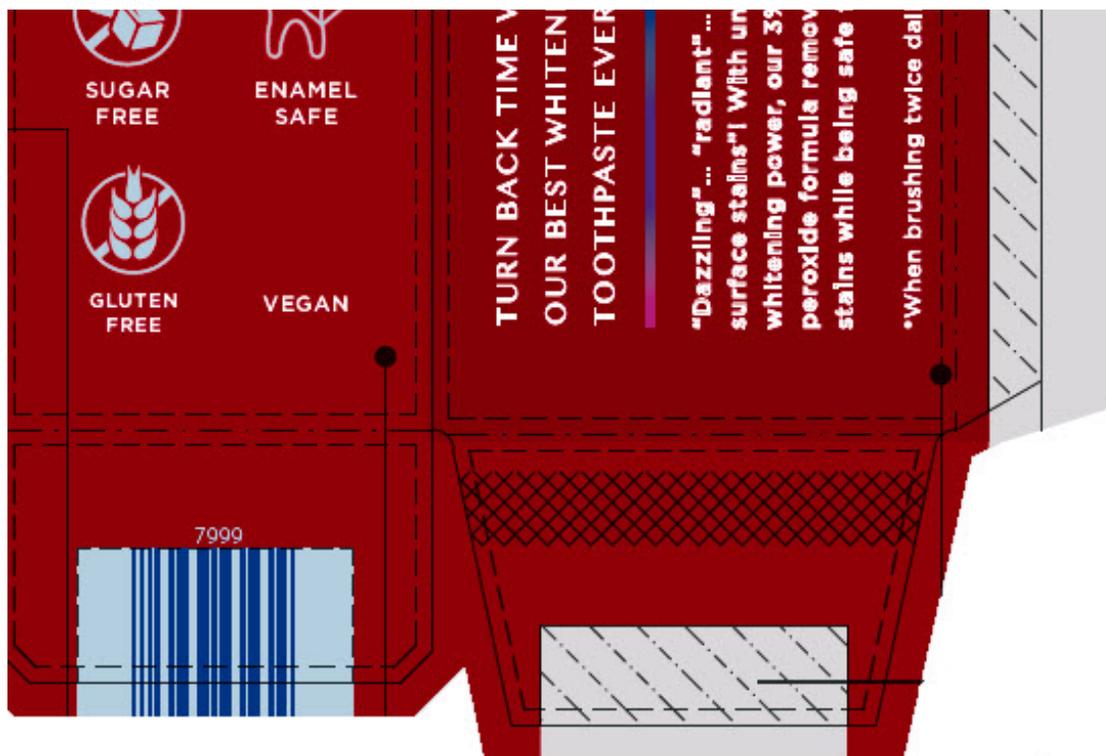


OUR PATENTED WHITENING TOOTHPASTE CONTAINS OUR HIGHEST LEVEL OF HYDROGEN PEROXIDE, PROVEN TO DEEPLY WHITEN BEYOND SURFACE STAINS.



WITH
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21

“goes beyond
precedented
& hydrogen
res years of
for enamel.
ly for 4 weeks,



COLGATE OPTIC WHITE RENEWAL HIGH IMPACT WHITE

sodium monofluorophosphate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-982
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	527 mg in 1 g
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	
POVIDONE K15 (UNII: E54VE15114)	
PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0)	
HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WD9LZUD)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	

SUCRALOSE (UNII: 96K6UQ3ZD4)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	

Product Characteristics

Color	WHITE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-982-63	1 in 1 CARTON	11/04/2019	
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-982-62	2 in 1 CARTON	11/04/2019	
2		85 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-982-15	1 in 1 CARTON	12/13/2019	
3		20 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-982-41	1 in 1 CARTON	03/13/2020	
4		116 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-982-43	1 in 1 CARTON	04/04/2022	
5		121 g in 1 TUBE; Type 0: Not a Combination Product		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC MONOGRAPH FINAL	part355	11/04/2019	

Labeler - Colgate-Palmolive Company (001344381)