COLGATE SENSITIVE PLUS WHITENING- potassium nitrate and sodium fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Sensitive plus Whitening

Drug Facts

Active ingredients	***Purpose***
Potassium Nitrate 5%	Antisensitivity
Sodium Fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity

Uses

- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- helps protect against cavities

Warnings

When using this product, if pain/sensitivity still persists after 4 weeks of use, please visit your dentist.

Stop use and ask a dentist if the problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist.

Keep out of reach of children. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

adults and children 12 years of age and older	apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist or physician. Make sure to brush all sensitive areas of the teeth.
children under 12 years	consult a dentist or physician

Inactive ingredients

Water, Glycerin, Hydrated Silica, Sorbitol, PEG-12, PVM/MA Copolymer, Sodium Lauryl Sulfate, Flavor, Poloxamer 407, Trisodium Phosphate, Sodium Hydroxide, Sodium Saccharin, Cellulose Gum, Xanthan Gum, Titanium Dioxide, Blue 1.

Questions?

1-800-468-6502

Dist. by:
***COLGATE-PALMOLIVE** COMPANY*
New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®
Anticavity Toothpaste for Sensitive Teeth

MAXIMUM STRENGTH*

Sensitive

WHITENING

Recyclable
Tube

RELIEVES & WHITENS

- ✓ CLINICALLY PROVEN SENSITIVITY RELIEF
- ✓ SUPERIOR STAIN REMOVAL†

NET WT 6.0 OZ (170 g)

FRESH MINT
gel

Colgate®
Anticavity Toothpaste for Sensitive Teeth

MAXIMUM STRENGTH*

Sensitive®

WHITENING

RELIEVES & WHITENS
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Recyclable Tube

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Recyclable Tube
Learn more about our recyclable tube at colgate.com/goodness

SAVE WATER
turn off the tap while brushing

Dist. by COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgatesensitive.com

Colgate®
Sensitive®
WHITENING

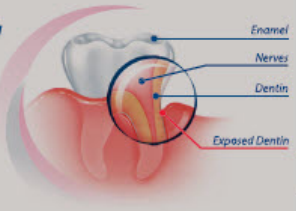
Where does sensitive tooth pain come from?
Receding gums and damage to your enamel can expose thousands of microscopic channels which lead to your tooth's nerve center. When your teeth make contact with something hot, cold, or sweet, sensations are carried down these channels directly to the nerves, causing pain.

Colgate® Sensitive Whitening is formulated for daily use.

✓ ***24/7 sensitivity protection*** *with twice daily brushing*

✓ ***Superior stain removal,*** *helping to restore the natural whiteness of your teeth†*

GLUTEN FREE



How does Colgate® Sensitive Whitening work?
Colgate® Sensitive Whitening contains potassium nitrate, clinically proven to soothe the nerves in exposed dentin. With regular use, it provides long-lasting sensitivity relief and removes surface stains to help keep teeth whiter and brighter†.

** Maximum strength FDA allowed antisensitivity active ingredient*
† With regular brushing vs. non-whitening toothpaste

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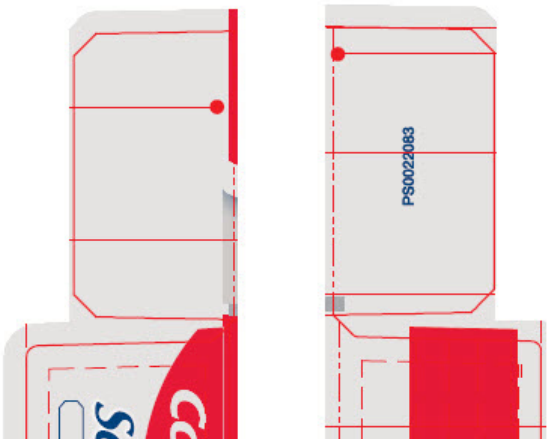
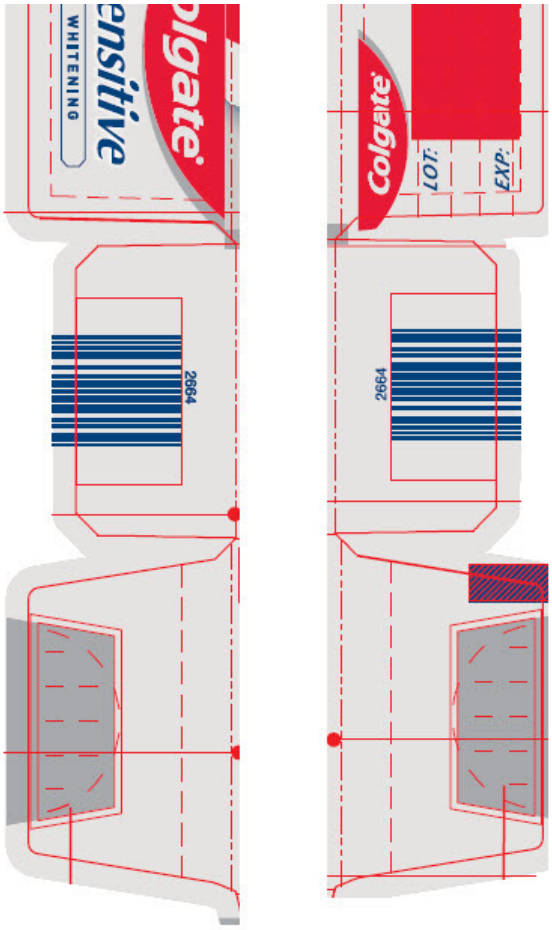
"This glue flap can be extended to accommodate supplier requerimentes. It must comply with the CP Quality gluing standards."





COLGATE SENSITIVE PLUS WHITENING

potassium nitrate and sodium fluoride paste, dentifrice

Product Information			
Product Type	HUMAN OTC DRUG	**Item Code (Source)**	NDC:35000-023
Route of Administration	DENTAL		

Active Ingredient/Active Moiety		
Ingredient Name	**Basis of Strength**	**Strength**
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients	
Ingredient Name	**Strength**
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW) (UNII: 9F20VSM0VU)	

SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
SODIUM PHOSPHATE, TRIBASIC, DODECAHYDRATE (UNII: B70850QPHR)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	

Product Characteristics

Color	BLUE	**Score**	
Shape		**Size**	
Flavor	MINT	**Imprint Code**	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-023-60	1 in 1 CARTON	02/25/2019	12/31/2027
1		170 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-023-34	2 in 1 CARTON	02/25/2019	12/31/2027
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-023-46	1 in 1 CARTON	06/15/2020	12/31/2027
3		130 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 DRUG	M022	02/25/2019	12/31/2027

Labeler - Colgate-Palmolive Company (001344381)

Revised: 1/2026 Colgate-Palmolive Company