

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

-----  
**Colgate® Sensitive plus Whitening**

***Drug Facts***

<b><i>Active ingredients</i></b>	<b><i>Purpose</i></b>
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



**RELIEVES & WHITENS**  
✓ CLINICALLY PROVEN SENSITIVITY RELIEF  
✓ SUPERIOR STAIN REMOVAL\*



**MAXIMUM STRENGTH®**  
*Sensitive*  
**WHITENING**

NET WT 6.0 OZ (170 g) FRESH MINT



# Colgate®

Anticavity Toothpaste for Sensitive Teeth



**RELIEVES & WHITENS**  
✓ CLINICALLY PROVEN SENSITIVITY RELIEF  
✓ SUPERIOR STAIN REMOVAL\*



**MAXIMUM STRENGTH®**  
*Sensitive*  
**WHITENING**

NET WT 6.0 OZ (170 g) FRESH MINT



## Drug Facts

### Active ingredients

Potassium Nitrate 5%,  
Sodium Fluoride 0.24% (0.14% w/v fluoride ion)

### Purpose

Antisensitivity  
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.

## Drug Facts (continued)

### 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



Learn more about our recyclable tube at [colgate.com/greentube](http://colgate.com/greentube)



Turn off the tap while brushing

COLGATE-PALMOLIVE COMPANY  
New York, NY 10022 U.S.A.  
[www.colgatesensitive.com](http://www.colgatesensitive.com)

# Colgate®

## Sensitive

**WHITENING**

### Where does sensitive tooth pain come from?

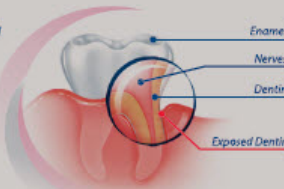
Receding gums and damage to your enamel can expose thousands of microscopic channels which lead to your tooth's nerve center. When your teeth make contact with something hot, cold, or sweet, sensations are carried down these channels directly to the nerves, causing pain.

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†.

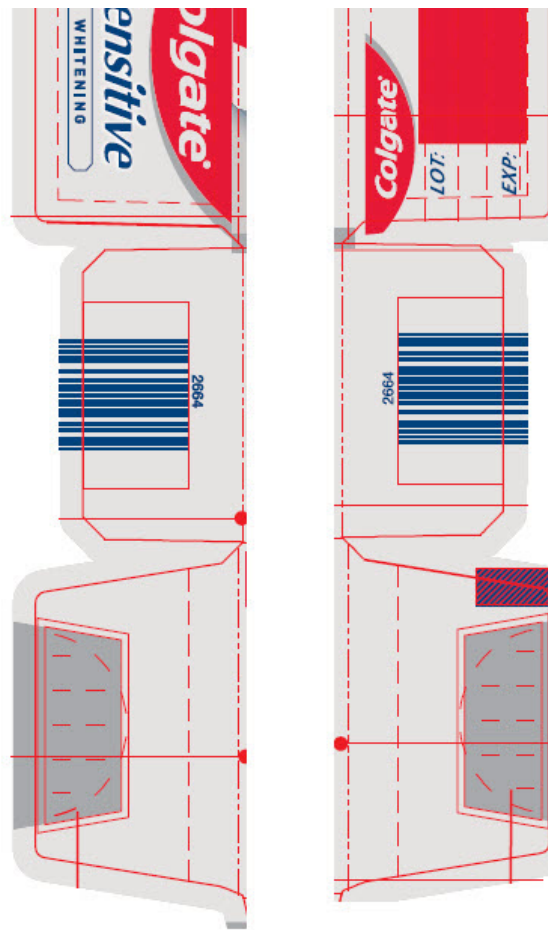
\* Maximum strength FDA allowed ant sensitivity active ingredient  
† With regular brushing vs. non-whitening toothpaste



Tap or scan for more information



"This glue flap can be extended to accommodate supplier requirements. 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
<b>POTASSIUM NITRATE</b> (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

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

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

### Product Characteristics

<b>Color</b>	BLUE	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

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

**Labeler -** Colgate-Palmolive Company (001344381)