

COLGATE TOTAL ADVANCED CLEAN- sodium fluoride and triclosan gel, dentifrice
Colgate-Palmolive Company

Colgate®
Anticavity Fluoride
and Antigingivitis Toothpaste

Active ingredient

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

Triclosan 0.30%

Purpose

Anticavity

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

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.

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

Questions or comments?

Call toll-free **1-800-468-6502**

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

Made in Mexico

www.colgatetotal.com

PRINCIPAL DISPLAY PANEL - 6.0 OZ Tube

Helps Prevent Cavities • Gingivitis • Plaque

Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste

Total®

Whitening

Gel

ADA

ACCEPTED

American

Dental

Association®

NET WT 6.0 OZ (170 g)

Fights Tartar Buildup • Whitens Teeth

Active Ingredients
 water, hydrated silica, glycerin, sorbitol, PVP/MA copolymer, sodium lauryl sulfate, cellulosic gum, zinc, sodium hydroxide, propylene glycol, carboxymethylcellulose sodium salt, titanium dioxide, FD&C #2 lake 1

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

Questions or comments?
 Call toll-free 1-800-468-8302
www.colgate.com

MADE BY
COLGATE-PALMOLIVE COMPANY
 NEW YORK, NY 10022
 (LPS) 0122

FIGURE 102

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Helps Prevent Cavities • Gingivitis • Plaque

Colgate®
 Anticavity Fluoride and Antigingivitis Toothpaste

Total®
 Whitening Gel

NET WT 6.0 OZ (170g) Fights Tartar Buildup • Whitens Teeth

Active Ingredients
 Sodium Fluoride 0.24% (0.14% w/w fluoride ion)
 Triclosan 0.50%

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.

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.

Does not aid in the prevention of: • cavities • plaque • gingivitis

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PRINCIPAL DISPLAY PANEL - 6.0 OZ carton

Helps Prevent Cavities • Gingivitis • Plaque

Colgate®
Anticavity Fluoride and Antigingivitis Toothpaste

Total®
*Whitening
 Gel*

**ADA
 ACCEPTED
 American
 Dental
 Association®**

NET WT 6.0 OZ (170 g)

Fights Tartar Buildup • Whitens Teeth



COLGATE TOTAL ADVANCED CLEAN

sodium fluoride and triclosan gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65954-354
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	SODIUM FLUORIDE	2.4 mg in 1 g
TRICLOSAN (UNII: 4NM5039Y5X) (TRICLOSAN - UNII:4NM5039Y5X)	TRICLOSAN	3 mg in 1 g

Product Characteristics

Color	WHITE, BLUE	Score	
Shape		Size	
Flavor		Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:65954-354-60	1 in 1 CARTON		
1		170 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
NDA	NDA020231	07/07/2009	

Labeler - Colgate-Palmolive Company (812312122)

Revised: 7/2009

Colgate-Palmolive Company