

COLGATE SENSITIVE COMPLETE PROTECTION- potassium nitrate and sodium fluoride paste, dentifrice
Colgate-Palmolive Company

Colgate® Sensitive Complete Protection

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
Potassium nitrate 5%	Antisensitivity
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity

Use

- 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, Tetrapotassium Pyrophosphate, PVM/MA Copolymer, Flavor, Sodium Lauryl Sulfate, Poloxamer 407, Sodium Hydroxide, Sodium Saccharin, Cellulose Gum, Xanthan Gum, Titanium Dioxide

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

COMPLETE PROTECTION

Recyclable

Tube

8 BENEFITS

✓SENSITIVITY ✓TARTAR ✓FRESHENS ✓CAVITIES

✓ENAMEL ✓PLAQUE† ✓WHITENS ✓GUMS†

NET WT 6.0 OZ (170 g)

MINT CLEAN

paste

Colgate®

Anticavity Toothpaste for Sensitive Teeth

MAXIMUM STRENGTH®

Sensitive

COMPLETE PROTECTION



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



Dis. by: COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgate.com

Colgate®

Sensitive

COMPLETE PROTECTION

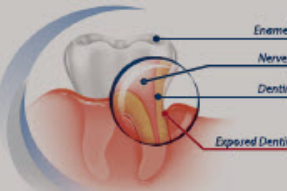
Where does sensitive tooth pain come from?

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.

This daily protection toothpaste was developed to provide a complete set of 8 essential Oral Care benefits for a healthy mouth.

- ✓ Sensitivity relief
- ✓ Enamel strength
- ✓ Cavity protection
- ✓ Fights tartar
- ✓ Plaque control†
- ✓ Healthy gums†
- ✓ Fresh breath
- ✓ Whitening

GLUTEN FREE



How does Colgate® Sensitive Complete Protection work?

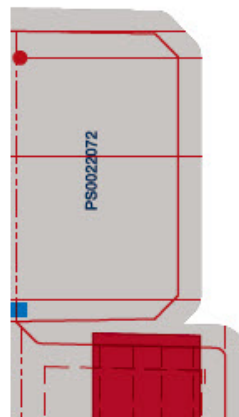
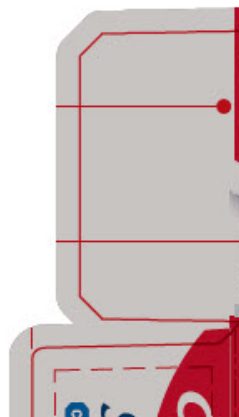
Colgate® Sensitive Complete Protection has a clinically proven active ingredient that soothes the nerves and builds increasing protection against painful sensitivity with regular use.

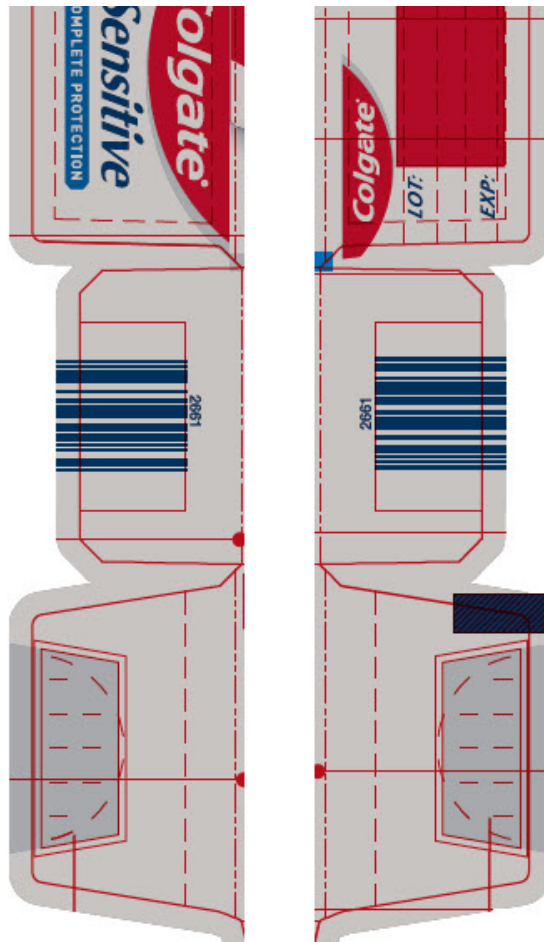
* Maximum strength FDA allowed antisensitivity active ingredient
† Promotes healthy gums and removes plaque with regular brushing

smartlabel®
app enabled 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 COMPLETE PROTECTION

potassium nitrate and sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-024
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)	
POTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G)	

METHYL VINYL ETHER AND MALEIC ACID COPOLYMER (1750000 WAMW) (UNII: 9F20VSM0VU)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

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:35000-024-60	1 in 1 CARTON	02/25/2019	
1		170 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-024-34	2 in 1 CARTON	02/25/2019	
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-024-33	1 in 1 CARTON	11/13/2018	03/31/2023
3		36.8 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-024-21	1 in 1 CARTON	04/21/2021	
4		59 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-024-78	1 in 1 CARTON	02/06/2024	
5		22 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	11/13/2018	

Labeler - Colgate-Palmolive Company (001344381)

