

COLGATE MAX CLEAN EFFERVESCENT MINT- sodium fluoride gel, 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® Max Clean™ Effervescent mint™ Fluoride Toothpaste

Drug Facts

Active ingredient

Sodium fluoride 0.24% (0.14% 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

water, sorbitol, hydrated silica, PEG-12, poloxamer 407, sodium lauryl sulfate, flavor, xanthan gum, cocamidopropyl betaine, tetrasodium pyrophosphate, sodium saccharin,

methylcellulose, mica, titanium dioxide, FD&C blue no. 1

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE CO.

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®

Anticavity Fluoride Toothpaste

10X

LONGER

LASTING

COOL†

MaxClean

WITH WHITENING

SMART FOAM®

CLEANS TOUGH TO REACH SPACES

Recyclable

Tube

NET WT 6.0 OZ (170 g)

EFFERVESCENT MINT

Colgate®

Anticavity Fluoride Toothpaste

NET WT 6.0 OZ (170 g)

10X LONGER LASTING COOL*

MaxClean

WITH WHITENING
SMART FOAM®
CLEANS TOUGH TO REACH SPACES

FRESHLY-SWEET MINT

Colgate®

Anticavity Fluoride Toothpaste

NET WT 6.0 OZ (170 g)

10X LONGER LASTING COOL*

MaxClean

WITH WHITENING
SMART FOAM®
CLEANS TOUGH TO REACH SPACES

LIFESAVENOR MINT

Colgate®

MaxClean

WITH WHITENING
SMART FOAM®
CLEANS TOUGH TO REACH SPACES

vs. a leading fluoride toothpaste

Colgate-Palmolive has built a tradition of sourcing mint from local mint farmers over several generations.*

Most people don't know that the great taste of their Colgate® toothpaste might have started on a farm not far from where they live.

Thank you for helping us support all of our American Mint Farmers.

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

 SAVE WATER
Turn off the tap while brushing

PROUDLY WORKING WITH
AMERICAN
MINT
FARMERS

*Levels of American Mint vary

Drug Facts

Active ingredient Purpose
Sodium Fluoride 0.24% (0.14% w/v fluoride ion) 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.

Drug Facts (continued)

Directions
adults and children brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician
2 years of age and older use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children 2 to 6 years ask a dentist or physician

Inactive ingredients Water, Sorbitol, Hydrated Silica, PEG-12, Poloxamer 407, Sodium Lauryl Sulfate, Flavor, Xanthan Gum, Cocamidopropyl Betaine, Tetrasodium Pyrophosphate, Sodium Saccharin, Mica, Hydroxypropyl Methylcellulose, Blue 1, Titanium Dioxide.

Questions? 1-800-468-6502

www.colgate.com/maxfresh

Made by
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.

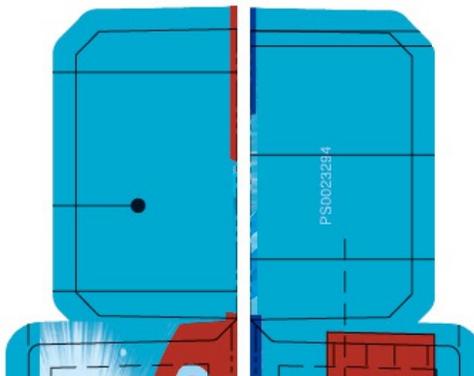
GLUTEN FREE

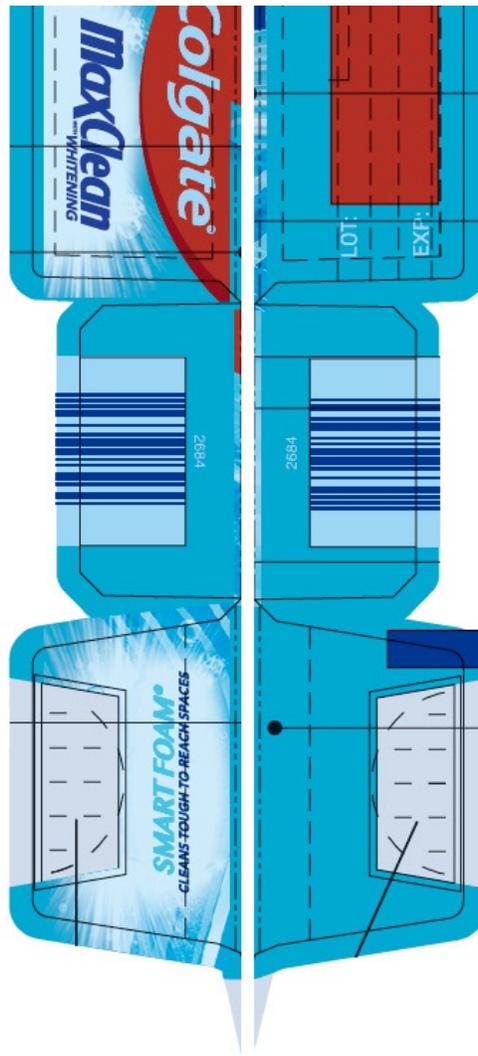
smartlabel®

app enabled



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





COLGATE MAX CLEAN EFFERVESCENT MINT

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-930
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	347 mg in 1 g
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	

POLOXAMER 407 (UNII: TUF2IVW3M2)
SODIUM LAURYL SULFATE (UNII: 368GB5141J)
XANTHAN GUM (UNII: TTV12P4NEE)
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)
MICA (UNII: V8A1AW0880)
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)
SACCHARIN SODIUM (UNII: SB8ZUX40TY)
METHYLCELLULOSE (400 MPA.S) (UNII: O0GN6F9B2Y)
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:35000-930-01	1 in 1 CARTON	03/18/2011	
1		28.3 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-930-60	1 in 1 CARTON	03/18/2011	
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-930-85	1 in 1 CARTON	03/18/2011	
3		204 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-930-78	1 in 1 CARTON	03/18/2011	
4		221 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	03/18/2011	

Labeler - Colgate-Palmolive Company (001344381)