

COLGATE OPTIC WHITE PLATINUM STAIN-LESS- sodium monofluorophosphate paste, 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® Optic White® Platinum™ Stain-Less Toothpaste

Drug Facts

Active ingredient

Sodium monofluorophosphate 0.76% (0.12% 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

propylene glycol, calcium pyrophosphate, PVP, PEG/PPG-116/66 copolymer, PEG-12, glycerin, flavor, hydrogen peroxide, sodium lauryl sulfate, silica, tetrasodium

pyrophosphate, disodium pyrophosphate, sodium saccharin, sucralose, BHT

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 85 g Tube Carton

Colgate®

**OPTIC
WHITE®**

PLATINUM™
ANTICAVITY FLUORIDE TOOTHPASTE

**NET WT
3.0 OZ (85 g)**

NEW

STAIN-LESS WHITE™

REMOVES DARK STAINS*

**COFFEE
WINE
SODA**

ENAMEL SAFE

COOL MINT



COLGATE OPTIC WHITE PLATINUM STAIN-LESS

sodium monofluorophosphate paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-973
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM MONOFLUOROPHOSPHATE (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	399.8 mg in 1 g
CALCIUM PYROPHOSPHATE (UNII: X69NU20D19)	
POVIDONE K15 (UNII: E54VE15114)	
PEG/PPG-116/66 COPOLYMER (UNII: JP0CK963E0)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	

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:35000-973-63	1 in 1 CARTON	11/14/2017	
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-973-32	1 in 1 CARTON	12/06/2021	
2		90 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	11/14/2017	

Labeler - Colgate-Palmolive Company (001344381)