

COLGATE OPTIC WHITE STAIN FIGHTER SENS RELIEF- sodium fluoride paste, dentifrice

Colgate-Palmolive Company

Colgate® Anticavity Toothpaste for Sensitive Teeth OPTIC WHITE® STAIN FIGHTER® SENSITIVITY RELIEF

Drug Facts

Active ingredients	Purpose
Potassium Nitrate 5%	Antisenstivity
Sodium Fluoride 0.24% (0.15% 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, Sorbitol, Hydrated Silica, PEG-12, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Potassium Hydroxide, Tetrasodium Pyrophosphate, Phosphoric Acid, Cocamidopropyl Betaine, Sodium Saccharin, Benzyl Alcohol, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

Colgate®

Anticavity Toothpaste for Sensitive Teeth

OPTIC

WHITE®

STAIN FIGHTER®

SENSITIVITY RELIEF

REMOVES 5X MORE SURFACE STAINS*
WITH MICRO-POLISHING ACTION

ENAMEL SAFE

NET WT 4.2 OZ (119 g)

CLEAN MINT PASTE

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GLUTEN FREE

Dist. by: COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.
www.colgateopticwhite.com
Made in Mexico

smartlabel® app enabled



Colgate®

OPTIC WHITE®
STAIN FIGHTER®
SENSITIVITY RELIEF



MICRO-POLISHING ACTION SAFELY REMOVES SURFACE STAINS

5X

REMOVES 5X MORE SURFACE STAINS*



ENAMEL SAFE

CLEAN MINT PASTE

*vs. ordinary, non-whitening toothpaste after two weeks of continued use.

SAVE WATER

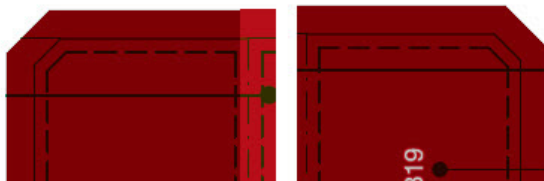


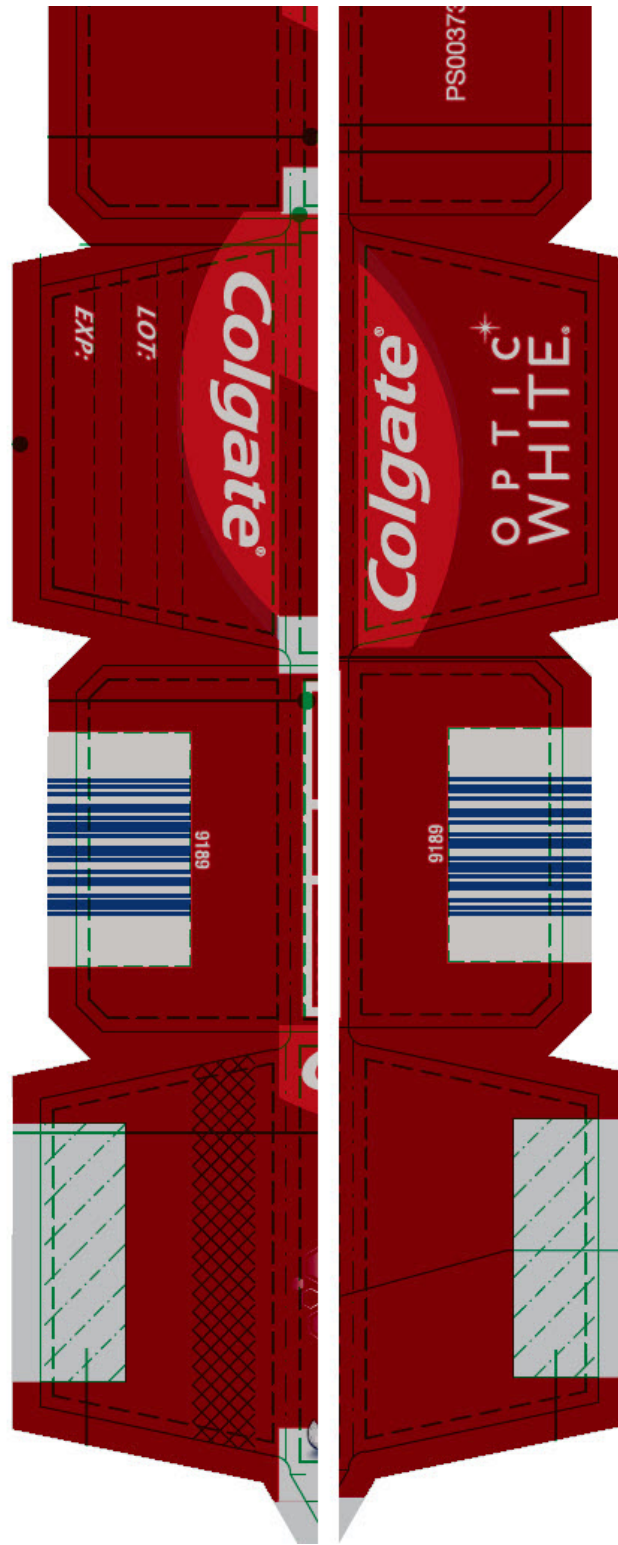
turn off the tap while brushing



Recycle Tube

Your community may not yet accept tubes for recycling. Check locally. Learn more at colgate.com/goodness





COLGATE OPTIC WHITE STAIN FIGHTER SENS RELIEF

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-998
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	191.18 mg in 1 g
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
POTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE (UNII: 05JZI7B19X)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
POTASSIUM HYDROXIDE (UNII: WZH3C48M4T)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
PHOSPHORIC ACID (UNII: E4GA8884NN)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	

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:35000-998-71	1 in 1 CARTON	11/01/2022	
1		119 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-998-60	1 in 1 CARTON	11/01/2022	
2		85 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	M021	11/01/2022	

Labeler - Colgate-Palmolive Company (001344381)

Establishment

Name	Address	ID/FEI	Business Operations
Mission Hills, S.A. de C.V.		812312122	ANALYSIS(35000-998) , MANUFACTURE(35000-998) , PACK(35000-998) , LABEL(35000-998)

Revised: 6/2024

Colgate-Palmolive Company