

COLGATE TOTAL ADVANCED WHITENING- sodium fluoride and triclosan paste, dentifrice
Colgate-Palmolive Company

Colgate® Total® Advanced Whitening Gel

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
Sodium Fluoride 0.24% (0.15% w/v fluoride ion)	Anticavity
Triclosan 0.30%	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

Anti plaque and antigingivitis use not proven in children.

Inactive ingredients

Hydrated silica, water, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, flavor, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1, D&C yellow no. 10

Questions or comments?

Call toll-free 1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022

PRINCIPAL DISPLAY PANEL - 164 g Tube Carton

BETTER WHITENING*

Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste

Total®

ADVANCED WHITENING

NET WT 5.8 OZ (164 g)

ADVANCED STAIN REMOVAL* FOR A BEAUTIFUL SMILE

- ☐ **CAVITIES**
- ☐ **PLAQUE**
- ☐ **GINGIVITIS**
- ☐ **ENAMEL**
- ☐ **TARTAR**
- ☐ **BREATH**
- ☐ **WHITENS**

Gel

Colgate[®]
Anticavity Fluoride and Antigingivitis Toothpaste

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- ✓ ENAMEL
- ✓ TARTAR
- ✓ BREATH
- ✓ WHITENS



ADVANCED WHITENING

- WHITENS TEETH WITH AN ADVANCED WHITENING INGREDIENT THAT GENTLY REMOVES SURFACE STAINS
- HELPS PREVENT NEW SURFACE STAINS

Colgate Total[®] is uniquely formulated to:

- Help prevent cavities
 - Help prevent gingivitis
 - Help prevent plaque buildup
- And also:
- Fight tartar buildup
 - Fight bad breath

*vs. original Colgate Total[®] Whitening

SAVE WATER



Turning off your water while brushing your teeth can save up to 4 gallons of water each time you brush!

Drug Facts

Active ingredients

Sodium Fluoride 0.24% (0.15% 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.

Drug Facts (continued)

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.

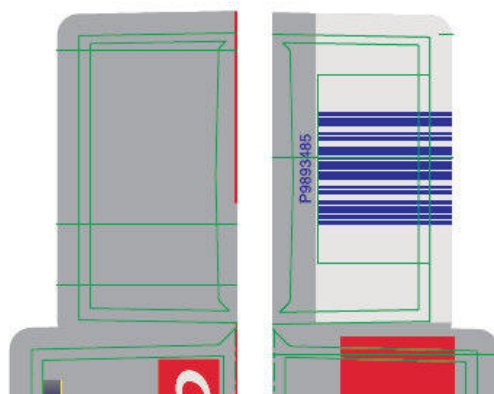
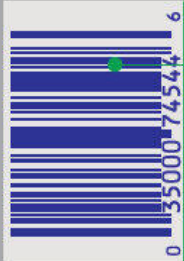
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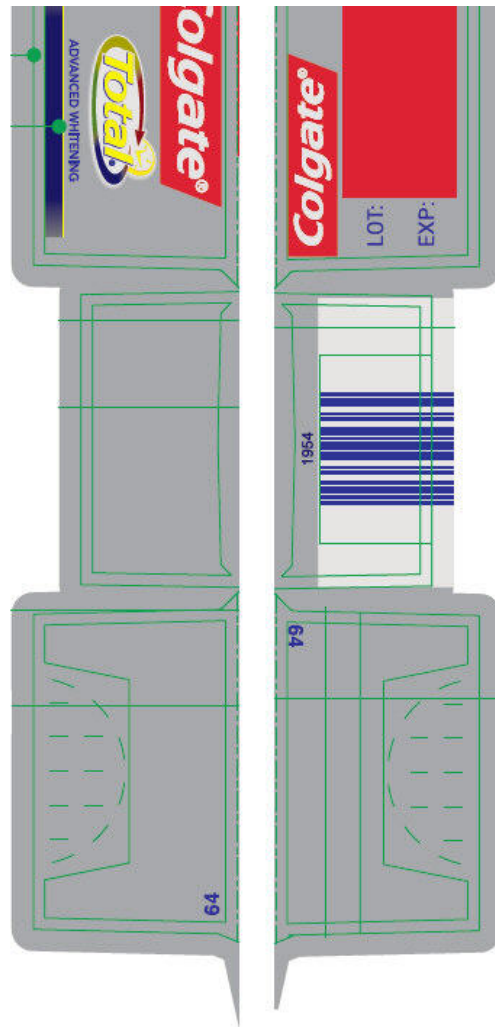
Questions or comments? Call toll-free 1-800-468-6502

www.colgate.com

MADE IN U.S.A.

Colgate, Inc.
P.O. Box 1000
New York, NY 10022





COLGATE TOTAL ADVANCED WHITENING

sodium fluoride and triclosan paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-354
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g
TRICLOSAN (UNII: 4NM5039Y5X) (TRICLOSAN - UNII:4NM5039Y5X)	TRICLOSAN	3 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0K00R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITOL (UNII: 506T60A25R)	

BUTYL ESTER OF METHYL VINYL ETHER/MALEIC ANHYDRIDE COPOLYMER (125000 MW) (UNII: 389H2R62BD)
SODIUM LAURYL SULFATE (UNII: 368GB5141J)
SODIUM HYDROXIDE (UNII: 55X04QC32I)
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)
SACCHARIN SODIUM (UNII: SB8ZUX40TY)
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)
MICA (UNII: V8A1AW0880)
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)
CARRAGEENAN (UNII: 5C69YCD2YJ)
FD&C BLUE NO. 1 (UNII: HBR47K3TBD)
D&C YELLOW NO. 10 (UNII: 35SW5USQ3G)

Product Characteristics

Color	GREEN	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-354-69	1 in 1 CARTON	09/21/2010	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-354-66	1 in 1 CARTON	09/21/2010	
2		164 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
NDA	NDA020231	09/21/2010	

Labeler - Colgate-Palmolive Company (001344381)

Establishment

Name	Address	ID/FEI	Business Operations
Colgate-Palmolive		785047999	MANUFACTURE(35000-354)

Revised: 12/2019

Colgate-Palmolive Company