

COLGATE MAX WHITE WITH MINI BRIGHT STRIPS CRYSTAL 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 WHITE® WITH MINI BRIGHT STRIPS CRYSTAL MINT FLUORIDE TOOTHPASTE

Drug Facts

Active ingredient

Sodium fluoride 0.22% (0.13% 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

sorbitol, water, hydrated silica, PEG-12, sodium lauryl sulfate, flavor, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium saccharin, methylcellulose, FD&C blue no. 1, FD&C yellow no. 5

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY
New York, NY 10022

PRINCIPAL DISPLAY PANEL - 130 g Bottle Label

FRESHENS BREATH

MaxWhite®

WITH
MINI
BRIGHT STRIPS

Colgate®
Anticavity Fluoride Toothpaste

Whitens to
Help Teeth
Stay Bright*

CRYSTAL
MINT

NET WT 4.6 OZ (130 g)

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www.colgate.com/maxwhite
Made in Mexico

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Remove tab with arrows to open cap. *with continued use PM001482175	

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DATE CODE AREA

COLGATE MAX WHITE WITH MINI BRIGHT STRIPS CRYSTAL MINT

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-908
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

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	665.075 mg in 1 g
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
METHYLCELLULOSE (100 MPA.S) (UNII: 4GFU244C4J)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
FD&C YELLOW NO. 5 (UNII: I753WB2F1M)	

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:35000-908-81	130 g in 1 BOTTLE; Type 0: Not a Combination Product	07/26/2011	

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC MONOGRAPH FINAL	part355	07/26/2011	

Labeler - Colgate-Palmolive Company (001344381)

