

COLGATE OPTIC WHITE CHARCOAL- sodium fluoride 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® Charcoal

Drug Facts

Active ingredient

Sodium Fluoride
0.24% (0.15% 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, Hydrated Silica, Sorbitol, Glycerin, PEG-12, Pentasodium Triphosphate, Tetrapotassium Pyrophosphate, Sodium Lauryl Sulfate, Flavor, Cellulose Gum, Cocamidopropyl Betaine, Sodium Saccharin, Xanthan Gum, Charcoal Powder, Sodium

Hydroxide, Blue 1, Red 40, 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

NEW

Colgate®

Anticavity Fluoride Toothpaste

OPTIC

WHITE®

WITH CHARCOAL

REMOVES 6X MORE SURFACE STAINS*

WITH MICRO-POLISHING ACTION

COOL MINT PASTE

ENAMEL SAFE

NET WT 4.2 OZ (119 g)

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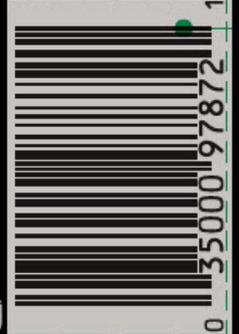
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GLUTEN FREE

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

smartlabel® app enabled



Colgate®

NEW

OPTIC WHITE®

WITH CHARCOAL



MICRO-POLISHING ACTION SAFELY REMOVES SURFACE STAINS



REMOVES 6X MORE SURFACE STAINS*



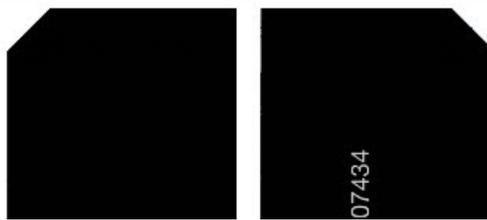
ENAMEL SAFE

SAVE WATER
turn off the tap while brushing



COOL MINT PASTE

*vs. ordinary, non-whitening toothpaste after 2 weeks of continued use



07434



COLGATE OPTIC WHITE CHARCOAL

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-988
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
WATER (UNII: 059QF0K00R)	191.18 mg in 1 g
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
POTASSIUM PYROPHOSPHATE (UNII: B9W4019H5G)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
ACTIVATED CHARCOAL (UNII: 2P3VMU3H10)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
FD&C RED NO. 40 (UNII: WZB9127XOA)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	GRAY, WHITE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-988-71	1 in 1 CARTON	05/05/2020	
1		119 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-988-78	1 in 1 CARTON	02/21/2022	
2		70.8 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	05/05/2020	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 12/2019

Colgate-Palmolive Company