

COLGATE TOTAL SF WHITENING- stannous 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® Total™ SF Whitening Paste

Drug Facts

Active ingredient

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Purposes

Anticavity, Antigingivitis, Antisensitivity

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with harmful effects of plaque associated with gingivitis
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact

Warnings

When using this product for sensitivity, do not use longer than 4 weeks unless recommended by a dentist.

Stop use and ask a dentist if the sensitivity 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.

Stop use and ask a dentist if

- gingivitis, bleeding, or redness persists for more than 2 weeks
- you have painful or swollen gums, pus from the gum line, loose teeth, or increasing spacing between the teeth. These may be signs of periodontitis, a serious form of gum disease.

Directions

- **adults and children 12 years of age and older:** apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make

sure to brush all sensitive areas of the teeth.

- do not swallow.
- **children under 12 years of age:** consult a dentist.

Other information

- products containing stannous fluoride may produce surface staining of the teeth. Adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist.
- this Colgate product is specially formulated to help prevent staining.

Inactive ingredients

Water, Sorbitol, Hydrated Silica, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Flavor, Sodium Lauryl Sulfate, Zinc Phosphate, Cellulose Gum, Sodium Citrate, Microcrystalline Cellulose, Sodium Saccharin, Cocamidopropyl Betaine, Xanthan Gum, Citric Acid, Sucralose, Titanium Dioxide.

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Recyclable

Tube

✓CAVITIES ✓PLAQUE ✓GINGIVITIS ✓ENAMEL ✓TARTAR ✓FRESH BREATH
✓WHITENS ✓SENSITIVITY RELIEF ✓DEEP CLEAN ✓ODOR NEUTRALIZATION

FIGHTS BACTERIA ON TEETH, TONGUE, CHEEKS AND GUMS

Total

WHOLE MOUTH HEALTH

12

HR

ANTIBACTERIAL
PROTECTION*

STANNOUS FLUORIDE

WHITENING

Paste

NET WT 6.0 OZ (170 g)

Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Total

WHOLE MOUTH HEALTH

12 HR ANTIBACTERIAL PROTECTION*
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Colgate®

Anticavity, Antigingivitis and Antisensitivity Toothpaste

Total

WHOLE MOUTH HEALTH

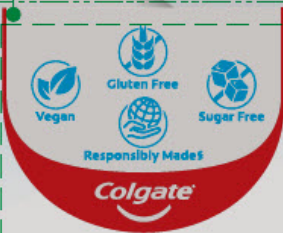
12 HR ANTIBACTERIAL PROTECTION*
STANNOUS FLUORIDE

WHITENING

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Paste

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- FIGHTS BACTERIA ON TEETH, TONGUE, CHEEKS AND GUMS



WHOLE MOUTH HEALTH[†]
PROTECTS
✓ TEETH ✓ TONGUE ✓ CHEEKS ✓ GUMS



PROUDLY
MADE BY
AMERICAN
WORKERS

SAVE
WATER
turn off the tap while brushing

*Helps reduce plaque that leads to gingivitis, fortifies enamel, helps relieve sensitivity with continued use. Not intended for prevention or treatment of more serious oral conditions.
†vs. non-antibacterial fluoride toothpaste with twice daily 4 weeks of continued use.
‡To learn more, visit www.colgatepalmdrive.com/responsibly-made

Recyclable Tube
Learn more about our recyclable tube at colgate.com/goodness

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Inactive ingredients

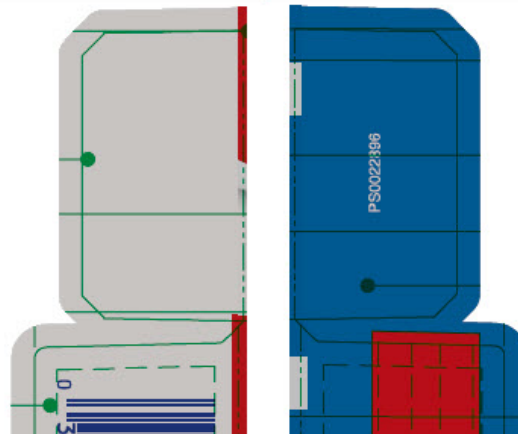
Water, Sorbitol, Hydrated SiO₂, Glycerin, PEG-12, Tetrasodium Pyrophosphate, Flavor, Sodium Lauryl Sulfate, Zinc Phosphate, Cellulose Gum, Sodium Citrate, Microcrystalline Cellulose, Sodium Saccharin, Cocamidopropyl Betaine, Xanthan Gum, Citric Acid, Sucralose, Titanium Dioxide.

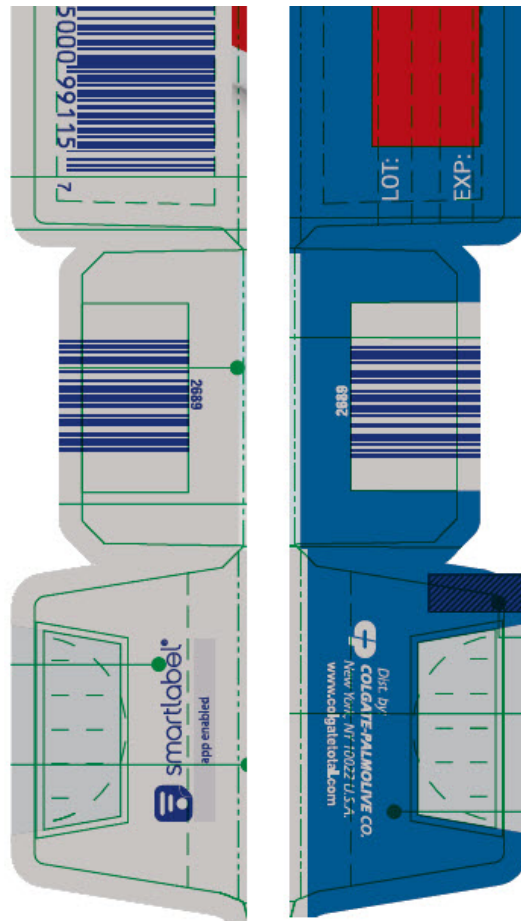
Questions? 1-800-468-6502



- Helps prevent cavities
- Helps prevent and reduce plaque
- Helps prevent and reduce gingivitis between teeth
- Helps reduce tooth sensitivity
- Helps remove tooth surface stain
- Helps reduce bad breath

"This glue flap can be extended to accommodate supplier requirements. It must comply with the CP Quality gluing standards."





COLGATE TOTAL SF WHITENING

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-176
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	

MICROCRYSTALLINE CELLULOSE (UNII: OP1R32D61U)
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)
ZINC PHOSPHATE (UNII: 1E2MCT2M62)
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED (UNII: K679OBS311)
SACCHARIN SODIUM (UNII: SB8ZUX40TY)
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)
XANTHAN GUM (UNII: TTV12P4NEE)
ANHYDROUS CITRIC ACID (UNII: XF417D3PSL)
SUCRALOSE (UNII: 96K6UQ3ZD4)
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)

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:35000-176-14	1 in 1 CARTON	11/01/2018	
1		39 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-176-32	1 in 1 CARTON	11/01/2018	
2		93 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-176-48	1 in 1 CARTON	11/01/2018	
3		136 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-176-96	2 in 1 CARTON	11/01/2018	
4		136 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-176-95	1 in 1 CARTON	11/01/2018	12/31/2022
5		178 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:35000-176-78	1 in 1 CARTON	11/01/2018	12/31/2022
6		221 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:35000-176-25	1 in 1 CARTON	01/15/2021	
7		24.9 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:35000-176-60	1 in 1 CARTON	02/12/2021	
8		170 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:35000-176-	1 in 1 CARTON	09/11/2021	

9	33	1 in 1 CARTON	09/11/2021	
9		36.8 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:35000-176-65	2 in 1 CARTON	12/01/2021	
10		144 g in 1 TUBE; Type 0: Not a Combination Product		
11	NDC:35000-176-66	1 in 1 CARTON	12/27/2021	
11		144 g in 1 TUBE; Type 0: Not a Combination Product		
12	NDC:35000-176-21	1 in 1 CARTON	11/17/2022	
12		59 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	11/01/2018	

Labeler - Colgate-Palmolive Company (001344381)

Revised: 12/2019

Colgate-Palmolive Company