

**COLGATE MAXFRESH CHARCOAL- sodium fluoride gel, dentifrice**  
**Colgate-Palmolive Company**

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**Colgate® MaxFresh® 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**

Sorbitol, Water, Hydrated Silica, PEG-12, Flavor, Sodium Lauryl Sulfate, Cellulose Gum, Sodium Saccharin, Tetrasodium Pyrophosphate, Cocamidopropyl Betaine, Hydroxypropyl Methylcellulose, Blue 1, Charcoal Powder, Red 40, Titanium Dioxide,

Yellow 5.

**Questions?**

**1-800-468-6502**

*Dist. by:*

**COLGATE-PALMOLIVE COMPANY**

*New York, NY 10022 U.S.A.*

**PRINCIPAL DISPLAY PANEL - Two 170 g Tube Carton**

Colgate®

Anticavity Fluoride Toothpaste

Recyclable

Tube

CHARCOAL MINT

2

VALUE

PACK

10X

LONGER

LASTING

COOL†

MaxFresh®

WITH WHITENING

+ CHARCOAL

CHARCOAL MINT

TWO 6.0 OZ (170 g) TUBES • TOTAL NET WT 12 OZ (340 g)

# Colgate®

Anticavity Fluoride Toothpaste



TWO 6.0 OZ (170 g) TUBES • TOTAL NET WT 12 OZ (340 g)

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Anticavity Fluoride Toothpaste



CHARCOAL MINT

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**Use** helps protect against cavities

### Warnings

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### Drug Facts (continued)

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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, Flavor, Sodium Lauryl Sulfate, Cellulose Gum, Sodium Saccharin, Tetrasodium Pyrophosphate, Cocamidopropyl Betaine, Hydroxypropyl Methylcellulose, Blue 1, Charcoal Powder, Red 40, Titanium Dioxide, Yellow 5.

**Questions? 1-800-468-6502**

SAVE WATER turn off the tap while brushing

GLUTEN FREE

smartlabel®  
app enabled

Dist. by:  
COLGATE-PALMOLIVE COMPANY  
New York, NY 10022 U.S.A.  
www.colgate.com/maxfresh



Learn more about our recyclable tube at colgate.com/goodnews



MAXFRESH® + CHARCOAL TOOTHPASTE

odor neutralizing formula detoxifies breath by neutralizing molecules associated with bad breath<sup>5</sup>

⬆ Fights Cavities ⬆ Whitens Teeth ⬆ Freshens Breath

Based on in-vitro odor reduction results and descriptive sensory panel analysis following brushing teeth and tongue

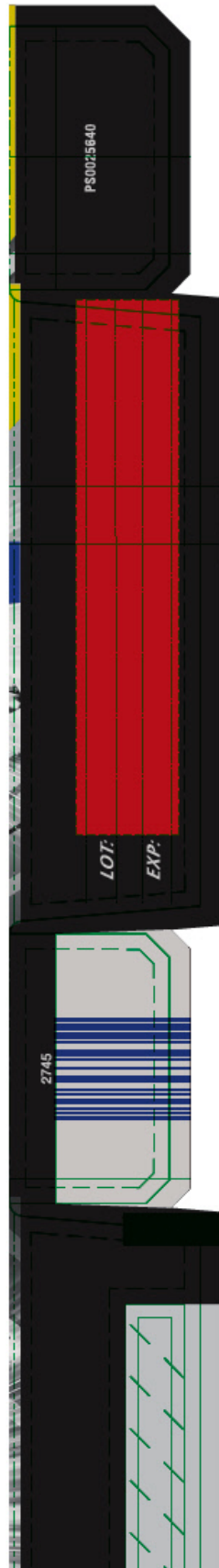
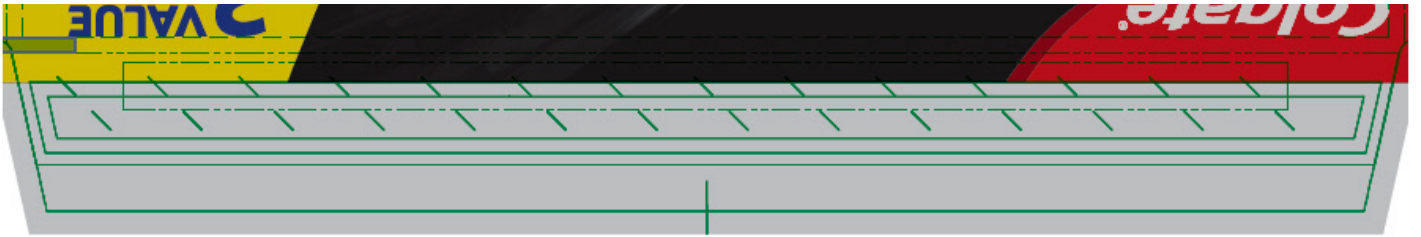
MaxFresh®

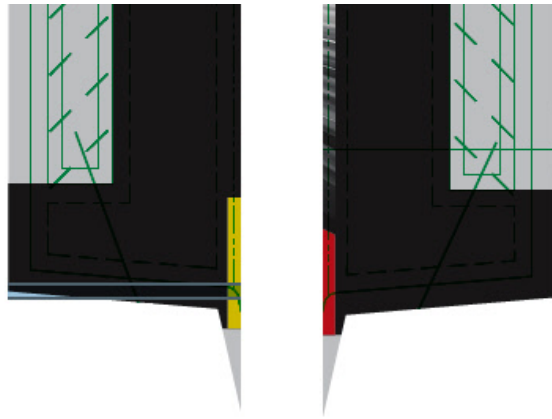
WITH WHITENING

+ CHARCOAL

vs. a leading fluoride toothpaste

2 PACK





## COLGATE MAXFRESH CHARCOAL

sodium fluoride gel, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:35000-990
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED</b> (UNII: K679OBS311)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>HYPROMELLOSE, UNSPECIFIED</b> (UNII: 3NXW29V3WO)	
<b>FD&amp;C BLUE NO. 1</b> (UNII: H3R47K3TBD)	
<b>ACTIVATED CHARCOAL</b> (UNII: 2P3VWU3H10)	
<b>FD&amp;C RED NO. 40</b> (UNII: WZB9127XOA)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>FD&amp;C YELLOW NO. 5</b> (UNII: I753WB2F1M)	

### Product Characteristics

<b>Color</b>		<b>Score</b>	
<b>Shape</b>		<b>Size</b>	

<b>Flavor</b>	MINT	<b>Imprint Code</b>		
<b>Contains</b>				
<b>Packaging</b>				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-990-99	1 in 1 CARTON	10/01/2020	
1		53.8 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-990-58	1 in 1 CARTON	10/01/2020	
2		70.8 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-990-60	1 in 1 CARTON	10/24/2020	
3		170 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-990-34	2 in 1 CARTON	11/16/2020	
4		170 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:35000-990-95	1 in 1 CARTON	01/29/2021	
5		178 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:35000-990-69	1 in 1 CARTON	06/17/2024	
6		113 g in 1 TUBE; Type 0: Not a Combination Product		
<b>Marketing Information</b>				
Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date	
OTC MONOGRAPH DRUG	M021	10/01/2020		

**Labeler** - Colgate-Palmolive Company (001344381)

Revised: 6/2024

Colgate-Palmolive Company