

**COLGATE OPTIC WHITE PLATINUM ANTICAVITY FLUORIDE- sodium monofluorophosphate 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.*

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**Colgate® Optic White® Platinum™ Anticavity Fluoride Toothpaste**

**Drug Facts**

**Active ingredient**

Sodium monofluorophosphate 0.76% (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**

propylene glycol, calcium pyrophosphate, glycerin, PEG/PPG-116/66 copolymer, PEG-12, PVP, silica, flavor, sodium lauryl sulfate, tetrasodium pyrophosphate, disodium pyrophosphate, hydrogen peroxide, sodium saccharin, sucralose, BHT

**Questions?**

**1-800-468-6502**

*Dist. by:*

**COLGATE-PALMOLIVE COMPANY**  
New York, NY 10022

**PRINCIPAL DISPLAY PANEL - 96 g Tube Carton**

**Colgate®**

**OPTIC**

**WHITE®**

**PLATINUM™**

**ANTICAVITY FLUORIDE TOOTHPASTE**

**LASTING**

**WHITE™**

**WHITENS AND SEALS**

**OUT EVEN TOUGH STAINS\***

**with WHITESEAL™ TECHNOLOGY**

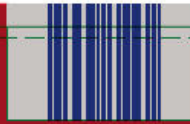
**ENAMEL SAFE**

**COOL MINT**

**NET WT 3.4 OZ (96 g)**

PMX06445582

PLATINUM  
OPTIC  
WHITE  
Colgate



LASTING  
WHITE™

Some people may experience tooth sensitivity or gum discomfort when using whitening products. This discomfort is temporary and not harmful. If you experience more than mild tooth sensitivity, stop use and consult your dentist.

**Drug Facts (continued)**

**Directions**  
Adults and children 2 years of age and older: brush teeth thoroughly, preferably after each meal or at least twice daily, or as directed by a dentist or physician. Use only a pea sized amount and supervise child's brushing and flossing (to minimize swallowing).  
Children 2 to 6 years: ask a dentist or physician.

**Inactive ingredients** propylene glycol, calcium pyrophosphate, glycerin, PEG/PPG-11000 copolymer, PEG-12, PVP, silica, flax oil, sodium lauryl sulfate, tetra sodium pyrophosphate, disodium pyrophosphate, hydrogen peroxide, sodium saccharin, sucralose, BHT.

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

**Drug Facts**

**Active Ingredient**  
Sodium monofluorophosphate 0.76% (0.15% w/w fluoride ion).

**Purpose**  
Anticavity

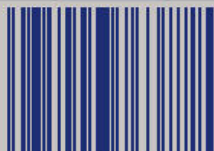
**Use**  
helps protect against cavities

**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.

www.colgateopticwhite.com  
Made in Mexico

Dist. by:  
**COLGATE-PALMOLIVE COMPANY**  
New York, NY 10022

GLUTEN FREE



0 35000 76377 8

Colgate  
OPTIC  
WHITE  
PLATINUM™  
ANTICAVITY FLUORIDE TOOTHPASTE

LASTING  
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WHITENS AND SEALS  
OUT EVEN TOUGH STAINS\*

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Colgate

LOT:

EXP:

Colgate  
OPTIC  
WHITE  
PLATINUM™

LASTING  
WHITE™



Toothbrush + Built-in  
Whitening Pen

For whiter teeth in 1 day,  
try the whole  
Optic White® collection†

SAVE  
WATER

www.colgate.com/savewater

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

†Use mouthwash prior to Optic White®  
Whitening Pen. For best results,  
continue routine as directed.

6800



Colgate  
OPTIC  
WHITE  
PLATINUM™

LASTING  
WHITE™



Optic White® toothpaste  
is clinically proven to  
deeply whiten.\*



Helps seal out  
tough stains with  
WhiteSeal™ Technology.\*



Whiter teeth start in 1 week.  
For best results, use as  
directed for 4 weeks.

\*Laboratory studies show removal  
and prevention of coffee and tea stains.

## COLGATE OPTIC WHITE PLATINUM ANTICAVITY FLUORIDE

sodium monofluorophosphate paste, dentifrice

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-952
Route of Administration	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<b>SODIUM MONOFLUOROPHOSPHATE</b> (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

**Inactive Ingredients**

Ingredient Name	Strength
<b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)	338.1 mg in 1 g
<b>CALCIUM PYROPHOSPHATE</b> (UNII: X69NU20D19)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>PEG/PPG-116/66 COPOLYMER</b> (UNII: JP0CK963E0)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>POVIDONE K15</b> (UNII: E54VE15114)	
<b>SILICON DIOXIDE</b> (UNII: ETJ7Z6XBU4)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WVD9LZUD)	
<b>HYDROGEN PEROXIDE</b> (UNII: BBX060AN9V)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>BUTYLATED HYDROXYTOLUENE</b> (UNII: 1P9D0Z171K)	

**Product Characteristics**

<b>Color</b>	WHITE	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-952-93	1 in 1 CARTON	07/01/2015	
1		96 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-952-86	1 in 1 CARTON	07/01/2015	
2		127 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	07/01/2015	

