

Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens

Colgate®

Anticavity Fluoride and Antigingivitis Toothpaste



NET WT 6.0 OZ (170 g)

NEW
STAND-UP
CAP

Total®

Whitening Gel

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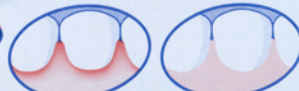
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Total®

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The ADA Council on Scientific Affairs' Acceptance of Colgate Total Whitening toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis and plaque above the gumline and bad breath, and to whiten teeth by removing surface stains, when used as directed.



NEW
STAND-UP
CAP

Whitening Gel

As soon as you finish brushing, bacteria start to build up on your teeth and cause:

- Cavities • Gingivitis • Plaque
- And also Tartar • Bad Breath

Colgate Total® Whitening is uniquely formulated for gingivitis and cavity protection. It has a breakthrough cleaning ingredient to whiten your teeth by gently removing surface stains.

Brush at least twice a day and you'll know your teeth are cleaner, whiter and your breath will be fresher around the clock. For a naturally beautiful smile and a clean mouth.

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022
www.colgatetotal.com **MADE IN U.S.A.**

Drug Facts

Active ingredients

Sodium fluoride 0.24% (0.14% w/v fluoride ion)
Triclosan 0.30%

Purpose

Anticavity
Antigingivitis

Uses

aids in the prevention of:
cavities plaque gingivitis

Warnings

Keep out of the 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. Ask a dentist before use if you have bleeding or recedes lasting more than 2 weeks, pain, swelling, pus, loose teeth, or more spacing between teeth. These may be signs of periodontitis, a serious form of gum disease.

Drug Facts (continued)

Directions

supervise children as necessary until capable of using without supervision.
adults and children 6 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 a physician.
children under 12 years instruct in good brushing and rinsing habits (to minimize swallowing).
children under 6 years do not use unless directed by a dentist or a physician.
Antiplaque and antigingivitis use not proven in children.

Inactive ingredients water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, cellulose gum, flavor, sodium hydroxide, propylene glycol, nargessan, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1.

Questions or comments? Call toll-free 1-300-455-6502.



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