

Labels for NDA 20231
Supplement S-072



Total Clean Between Paste 5.8oz Tube For FDA approval

Version# 1
Part# Front: P9894796
Date: 05/13/2014



Colgate[®] Total[®]
Anticavity Fluoride and Antigingivitis Toothpaste

CLEAN BETWEEN REDUCES VISIBLE TARTAR BUILD-UP EVEN BETWEEN TEETH
Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens

NET WT 5.8 OZ (164 g)

ADVANCED

Active ingredients

Ingredient	Purpose
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity
Triclosan 0.30%	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 redness 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.

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.
Anti-plaque and anti-gingivitis use not proven in children.

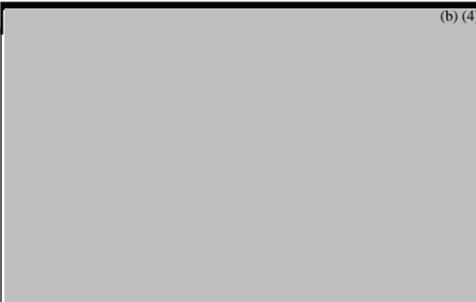
Inactive ingredients
hydrated silica, water, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, carrageenan, sodium saccharin, titanium dioxide

Questions or comments?
Call toll-free 1-800-468-6502
www.colgatetotal.com

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

P9894796 0000
FPO

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Reference ID: A3523812



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Total Clean Between Gel 5.8oz Tube For FDA approval

Version # 1
Part# Front: P9894797
Date: 05/13/2014

Colgate
Anticavity Fluoride and Antigingivitis Toothpaste

Total
ADVANCED

CLEAN BETWEEN REDUCES VISIBLE TARTAR BUILD-UP EVEN BETWEEN TEETH

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

NET WT 5.8 OZ (164 g)

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 redness lasting more than 2 weeks • Pain, swelling, pus, loose teeth, or more spacing between teeth
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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
hydrated silica, water, glycerin, sorbitol, PVP/MMA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, carrageenan, sodium saccharin, mica, titanium dioxide, FD&C blue no. 1, D&C yellow no. 10

Questions or comments?
Call toll-free 1-800-485-6502
www.colgatetotal.com

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New York, NY 10022

P9894797 0000
FPO

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Total Clean Between Paste .75oz Tube For FDA approval

Version# 1
Part# Front: P9897437
Date: 05/13/2014

Active ingredients
Sodium fluoride 0.24% (0.14% w/v fluoride ion)..... Anticavity
Triclosan 0.30%..... Antigingivitis

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 redness 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. **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 hydrated silica, water, glycerin, sorbitol, P10MM copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, propylene glycol, carboxystyrene, sodium saccharin, titanium dioxide

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Questions or comments? Call toll-free 1-800-468-6522 www.colgate.com



Colgate **Total**
Anticavity Fluoride and Antigingivitis Toothpaste

CLEAN BETWEEN REDUCES VISIBLE TARTAR BUILD-UP EVEN BETWEEN TEETH

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

NET WT 0.75 OZ (21.2 g) **ADVANCED**

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Labels for NDA 20231
Supplement S-073



FROM COLGATE TO YOU - BUILDING ORAL HEALTH AWARENESS

Many oral health conditions, such as cavities or gingivitis, are progressive diseases. Daily preventative care, including flossing daily and twice daily brushing, can help stop problems before they worsen.

EARLY DAMAGE

Localized mineral loss which can lead to cavities

Moderately swollen, red gums, an early sign of gingivitis

HEALTHY

Remineralized surface. Stronger enamel

Healthier, pinker, gums

Dramatization

Tooth decay is a loss of enamel caused by ongoing exposure to acids from plaque. Fluoride helps prevent tooth enamel loss by strengthening enamel against plaque acid attacks.

Gingivitis is an inflammation of the gums triggered by plaque buildup at the gumline. Gingivitis is the earliest stage of gum disease, and can be reduced or prevented by daily flossing and brushing, especially with a toothpaste that contains an anti-gingivitis ingredient.

DAILY REPAIR™



Colgate® Total®
Anticavity Fluoride and Antigingivitis Toothpaste



Paste

P9892686

HELPS REVERSE EARLY DAMAGE FOR BETTER ORAL HEALTH

DAILY REPAIR™

LOT: EXP:

NET WT 5.8 OZ (164 g) Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens



HELPS REVERSE EARLY DAMAGE* FOR BETTER ORAL HEALTH

DAILY REPAIR™ *REVERSES EARLY GUM ISSUES BY HELPING PREVENT GINGIVITIS
*REMINERALIZES ENAMEL DAMAGE TO STRENGTHEN TEETH AND HELP PREVENT CAVITIES

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Drug Facts

Active ingredients	Purpose
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity
Triclosan 0.30%	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 redness 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

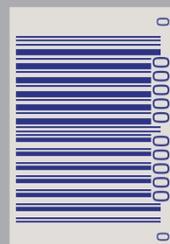
Antiplaque and antigingivitis use not proven in children.

Inactive ingredients water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, titanium dioxide

Questions or comments? Call toll-free 1-800-468-6502

www.colgate.com

MADE IN U.S.A.
Dist. by COLGATE-PALMOLIVE COMPANY
New York, NY 10022



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Total Daily Repair 5.8oz Tube For FDA approval

Version# 1
Part# Front: P9892685
Date: 05/08/2014



Colgate[®] Total[®]
Anticavity Fluoride and Antigingivitis Toothpaste

HELPS REVERSE EARLY DAMAGE FOR BETTER ORAL HEALTH
Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens

NET WT 5.8 OZ (164 g)

DAILY REPAIR™

Active ingredients
Sodium fluoride 0.24% (0.14% w/v fluoride ion).....Anticavity
Triclosan 0.30%.....Antigingivitis

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 redness lasting more than 2 weeks • pain, swelling, pus, loose teeth, or more spacing between teeth
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Anti-plaque and antigingivitis use not proven in children.

Inactive ingredients
water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, titanium dioxide

Questions or comments?
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New York, NY 10022

P9892685 0000

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FROM COLGATE TO YOU - BUILDING ORAL HEALTH AWARENESS

Many oral health conditions, such as cavities or gingivitis, are progressive diseases. Daily preventative care, including flossing daily and twice daily brushing, can help stop problems before they worsen.

EARLY DAMAGE

Localized mineral loss which can lead to cavities

Moderately swollen, red gums, an early sign of gingivitis

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Remineralized surface. Stronger enamel

Healthier, pinker, gums

Dramatization

Tooth decay is a loss of enamel caused by ongoing exposure to acids from plaque. Fluoride helps prevent tooth enamel loss by strengthening enamel against plaque acid attacks.

Gingivitis is an inflammation of the gums triggered by plaque buildup at the gumline. Gingivitis is the earliest stage of gum disease, and can be reduced or prevented by daily flossing and brushing, especially with a toothpaste that contains an anti-gingivitis ingredient.

DAILY REPAIR™



Colgate® Total®
Anticavity Fluoride and Antigingivitis Toothpaste

HELPS REVERSE EARLY DAMAGE FOR BETTER ORAL HEALTH

NET WT 5.8 OZ (164 g) Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens

P9893094

DAILY REPAIR™



HELPS REVERSE EARLY DAMAGE* FOR BETTER ORAL HEALTH

DAILY REPAIR™

*REVERSES EARLY GUM ISSUES BY HELPING PREVENT GINGIVITIS
*REMINERALIZES ENAMEL DAMAGE TO STRENGTHEN TEETH AND HELP PREVENT CAVITIES

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Drug Facts

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Drug Facts (continued)

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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, flavor, sodium lauryl sulfate, cellulose gum, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, FD&C blue no. 1, D&C yellow no. 10

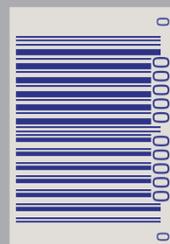
☐ **Questions or comments?** Call toll-free 1-800-468-6502

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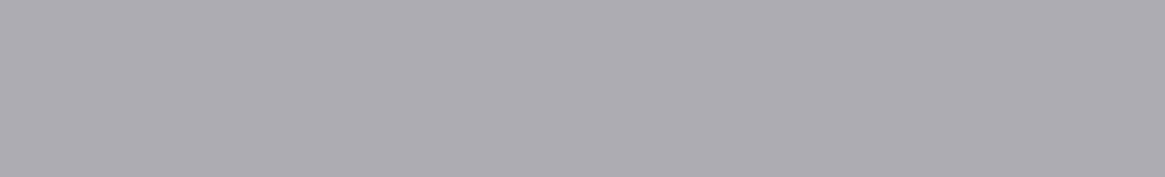
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New York, NY 10022



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DAILY REPAIR™



HELPS REVERSE EARLY DAMAGE FOR BETTER ORAL HEALTH

NET WT 5.8 OZ (164 g) Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens

P9893094

DAILY REPAIR™



HELPS REVERSE EARLY DAMAGE* FOR BETTER ORAL HEALTH

DAILY REPAIR™

*REVERSES EARLY GUM ISSUES BY HELPING PREVENT GINGIVITIS
*REMINERALIZES ENAMEL DAMAGE TO STRENGTHEN TEETH AND HELP PREVENT CAVITIES

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Drug Facts

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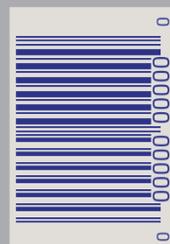
☐ **Questions or comments?** Call toll-free 1-800-468-6502

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New York, NY 10022



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Total Daily Repair Gel 5.8oz Tube For FDA approval

Version# 1
Part# Front: P9893093
Date: 05/08/2014

Colgate[®] Total[®]
Anticavity Fluoride and Antigingivitis Toothpaste

HELPS REVERSE EARLY DAMAGE FOR BETTER ORAL HEALTH

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

NET WT 5.8 OZ (164 g)

DAILY REPAIR™

Active ingredients

Sodium Fluoride 0.24% (0.14% w/v fluoride ion).....	Purpose Anticavity
Triclosan 0.30%.....	Antigingivitis

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• Children under 6 years: Do not use unless directed by a dentist or a physician.
Anti-plaque and anti-gingivitis use not proven in children.

Inactive ingredients
Water, hydrated silica, glycerin, sorbitol, PVM/MA copolymer, flavor, sodium lauryl sulfate, cellulose gum, sodium hydroxide, carrageenan, propylene glycol, sodium saccharin, FD&C blue no. 1, D&C yellow no. 10

Questions or comments?
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New York, NY 10022

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Total Daily Repair .75oz Carton For FDA approval

Version# 1
Part# Front: P9897438
Date: 05/14/2014



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Total Daily Repair .75oz Tube For FDA approval

Version# 1
Part# Front: P9893436
Date: 05/14/2014

Active ingredients
Sodium fluoride 0.24% (0.14% w/v fluoride ion)..... Anticavity
Triclosan 0.30%..... Antigingivitis

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.
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Inactive ingredients water, hydrated silica, glycerin, sorbitol, P10MM copolymer, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, xanthan gum, polyethylene glycol, sodium saccharin, titanium dioxide

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• P9893436 0000
Questions or comments? Call toll-free 1-800-458-5552 • www.colgate.com



HELPS REVERSE EARLY DAMAGE FOR BETTER ORAL HEALTH DAILY REPAIR™
Helps Prevent: Cavities • Gingivitis • Plaque | Fights Tartar • Freshens Breath • Whitens

NET WT 0.75 OZ (21.2 g)

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