SUBMISSION LABELING

Colgate Total Plus Whitening Carton Copy
Trial Size (.75 OZ, 21 g)

8 pt font size

6 pt font size/0.5 pt leading

Drug Facts (continued)

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

[Telephone icon] ***Questions or comments?*** Call toll-free **1-800-468-6502.**

UPC Code

HELPS PREVENT CAVITIES • GINGIVITIS • PLAQUE

Colgate® Total® Plus Whitening

Anticavity Fluoride And Antigingivitis Toothpaste

[ADA Seal]

12 HOUR FRESH BREATH PROTECTION • FIGHTS TARTAR BUILDUP • WHITENS TEETH*

NET WT
.75 OZ (21g)

[CP Logo] Dist. by: ***COLGATE-PALMOLIVE** COMPANY*
New York, NY 10022 Made in U.S.A. www.colgatetotal.com U.S. Pat. No. 5288480

9 pt font size

Drug Facts

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

Uses aids in the prevention of:
• cavities • plaque • gingivitis

[ADA Seal] **"Colgate Total Plus Whitening** Toothpaste has been found to be an effective decay-preventive dentifrice, and to help prevent and reduce gingivitis when used as directed in a conscientiously applied program of oral hygiene and regular professional care. ***It has been shown to whiten teeth by removing surface stains.** It has also been shown to reduce the formation of plaque and tartar above the gumline. Its effect on periodontitis has not been determined."
Council on Scientific Affairs
American Dental Association

8 pt font size

Drug Facts (continued)

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.

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

6 pt font size/0.5 pt leading

2.5 pt barline and box enclosure

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SUBMISSION LABELING

Colgate Total Plus Whitening Tube Copy
Trial Size (.75 OZ, 21 g)

-=-=-=-=-=-=-=-=-=-=-=-=- FRONT PANEL -=-=-=-=-=-=-=-=-=-=-=-=-

[CP Logo] Dist. by: ***COLGATE-PALMOLIVE** COMPANY*
New York, NY 10022 Made in U.S.A. www.colgatetotal.com

[Telephone icon] **1-800-468-6502**
XXXXXXX 0000

*Whitens teeth by gently removing surface stains.

HELPS PREVENT CAVITIES • GINGIVITIS • PLAQUE

Colgate® Total® Plus Whitening

Anticavity Fluoride And Antigingivitis Toothpaste

[ADA Seal]

12 HOUR FRESH BREATH PROTECTION • FIGHTS TARTAR BUILDUP • WHITENS TEETH*

Active ingredients:	**Purpose:**
Sodium fluoride 0.24% (0.14% w/v fluoride ion)	Anticavity
Triclosan 0.30%	Antiplaque, Antigingivitis

----------NO PRINT AREA----------

-=-=-=-=-=-=-=-=-=-=-=-=-=- BACK PANEL -=-=-=-=-=-=-=-=-=-=-=-=-=-

Uses: Aids in the prevention of: • cavities • plaque • gingivitis

NET WT .75 OZ (21g)

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.

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.

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/s/

Linda Katz
8/1/01 05:10:06 PM