SMART FACTS
COLGATE TOTAL® TOOTHPASTE

How is Colgate Total® different from other toothpaste fighting plaque and gingivitis?

• Unlike any other toothpaste to fight plaque and gingivitis in the United States, Colgate Total® is based on a unique formulation that contains two active ingredients, fluoride and triclosan, as well as copolymer, which increases the substantivity.
• Because of this unique combination of active ingredients, a New Drug Application (NDA) was submitted and subsequently approved by the FDA. Colgate Total® is the first toothpaste in over 10 years which has received NDA approval.
• Only Colgate Total® provides both antibacterial and anti-inflammatory benefits. With the growing body of science linking oral health to overall health, this is an important benefit.

How does Colgate Total® work against bacteria?

• Triclosan is a broad-spectrum, antibacterial ingredient1 that is approved and regulated by the U.S. Food and Drug Administration (FDA).
• To significantly increase its substantivity and hence efficacy in the oral cavity, the formulation combines triclosan with a copolymer.
• This copolymer (polyvinylmethyl ether/maleic acid) forms a physical network that ensures the uptake and retention of triclosan on oral hard and soft tissues for 12 hours² (see image below).
• Upon release, triclosan permeates the bacterial cell wall to cause membrane damage and inhibit enzymes – bacterial cells die, the formation of plaque biofilm is reduced.

Where can I find information about Colgate Total® and its unique formulation?

• For details on Colgate Total® toothpaste, please visit www.colgatetotal.com or call the Consumer Affairs team at 1-800-468-6502.

See how Colgate Total® works at
Colgate is committed to promoting good oral health with safe, effective products. Ensuring product safety is fundamental, and Colgate continuously monitors and reviews developing science related to all of our products and ingredients. We firmly believe in the science supporting the safety and effectiveness of Colgate Total.

**FDA approved and ADA accepted**

- Colgate Total® has been expressly approved as safe and effective by the U.S. Food and Drug Administration (FDA) via its rigorous New Drug Application process – the same process used by FDA to approve prescription medications.

- The FDA continues to recognize the science supporting the safety and effectiveness of Colgate Total® toothpaste. In late 2013, after publication of the Tentative Final Monograph for OTC Consumer Antiseptics, the FDA stated that the safety and efficacy of triclosan as used in Colgate Total is well-established, and not implicated in its ongoing review of the use of antibacterial ingredients in handsoaps.

- Most variants of Colgate Total® carry the ADA Seal of Acceptance.

**Reviewed by authorities around the world**

- The safety of triclosan has been reviewed by numerous government agencies around the world. These reviews have evaluated the use of triclosan in consumer and cosmetic products. They confirm triclosan’s continued safe use in toothpaste as formulated in Colgate Total.

- Colgate’s own research is shared with regulatory agencies in the United States, Europe, Australia, and Canada.

**More published, peer-reviewed clinical studies on Colgate Total® than on any other toothpaste in the world**

- Over 90 clinical studies involving more than 20,000 participants have been conducted on Colgate Total® and published in peer reviewed journals – an unrivaled record of clinical proof.

- Meta-analyses and systematic reviews confirm the efficacy of Colgate Total.

- A Cochrane Review published in December 2013 concluded that there are benefits in using triclosan/copolymer toothpaste when compared with regular fluoride toothpaste. There was also no evidence of any harmful effects associated with the use of triclosan/copolymer toothpaste in long-term clinical trials.

- Colgate’s own research spans 20 years and includes clinical studies completed as recently as 2014.

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References & Links

5. FDA Media Briefing on the FDA’s proposed rule amending the tentative final monograph for OTC consumer antiseptics; 12/16/2013 (http://www.fda.gov/downloads/NewsEvents/Newsroom/MediaTranscripts/UCM378989.pdf)
6. American Dental Association (www.ada.org)
7. U.S. Environmental Protection Agency (www.epa.gov)
8. Health Canada (www.hc-sc.gc.ca)
10. Australian National Industrial Chemicals Notification and Assessment Scheme (www.nicnas.gov.au)
11. UK Medicines and Healthcare products Regulatory Agency (http://www.mhra.gov.uk)

*without triclosan/copolymer*