





Your Guide to Key *Colgate*® Toothpaste Brands by Use – New Zealand




PRODUCT	USE	HOW IT WORKS	BENEFITS	CONTAINS
<p>Colgate Total Advanced Clean</p> 	Gum Health	The co-polymer helps to ensure the delivery and retention of the broad spectrum antibacterial triclosan on the tooth surface and gingivae for up to 12hrs	72% reduction in plaque bacteria regrowth (12hrs after brushing vs stannous fluoride paste) ^(a)	Triclosan 0.3%w/w Sodium Fluoride 0.22% w/w 1000 ppm
<p>Colgate Sensitive Pro Relief</p> 	Dentine Hypersensitivity	An exclusive Pro-Argin™ formula with a progressive technology to provide sensitivity relief	Formulated with arginine and insoluble calcium to: Repair and protect exposed, sensitive areas of the teeth ^(b) Provide instant relief* and long-lasting protection	Sodium Monofluorophosphate 1.1% w/w (equiv to 1450 ppm F) 8% Arginine
<p>Colgate Maximum Cavity Protection + Sugar Acid Neutraliser</p> 	Caries	An exclusive Pro-Argin™ formula with a progressive technology to provide the standard of care in cavity protection	4x greater remineralisation ^(*1) 2x reversal of early caries ^(#,2,3) 20% greater reduction in cavities at 2 years ^(##,4,5)	Sodium Monofluorophosphate 1.1% w/w (equiv to 1450 ppm F) 1.5% Arginine
<p>Colgate Optic White</p> 	Whitening	Intensively dissolves stains & gently polishes tooth surface Enamel protection with Sodium Monofluorophosphate	3 shades whiter teeth after 4 weeks	1% Hydrogen peroxide Sodium Monofluorophosphate 1000 ppm 0.76% w/w

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<p>My First Colgate 45g</p> 	Children	Low fluoride, mild flavour and low foaming formula for increased compliance	For children in fluoridated areas & at low risk of dental caries	500 ppm F as Sodium Fluoride
<p>Colgate Kids Dora the Explorer 130g</p> 	Children	Mild Bubble Fruit flavour for increased compliance	For children under 6 use a smear of paste. From 6 a pea sized amount should be used	1100 ppm F as Sodium Fluoride
<p>Colgate Sparkling Mint Gel 110g</p> 	Children	Mild flavour for increased compliance	For children under 6 use a smear of paste. From 6 a pea sized amount should be used	1000 ppm F as Sodium Fluoride

Furgang et al, J Dent Res. 2011; 90 (Spec Issue): Abstract 3073.

Cummins D. J Clin Dent. 2009;20(Spec Iss):1-9.

* Instant relief when used according to Instructions For Use.

*Results from a remineralisation study vs a regular fluoride toothpaste, both 1450 ppm fluoride.

Results from a 6-month study to assess improvement in enamel caries using the QLF™ (Quantitative Light-induced Fluorescence) method vs a regular fluoride toothpaste, both with 1450 ppm fluoride.

Results from a 2-year clinical study vs a regular fluoride toothpaste, both with 1450 ppm fluoride. QLF is a trademark owned by Inspektor Research Systems BV.

Scientific works cited: 1. Cantore R, Petrou I, Lavender S, et al. J Clin Dent. 2013;24(Spec Iss A):A32-A44. 2. Yin W, Hu DY, Fan X, et al. J Clin Dent. 2013;24(Spec Iss A):A15-A22. 3. Yin W, Hu DY, Fan X, et al. J Dent. 2013;41(Supp 2):22-28. 4. Kraivaphan P, Amornchat C, Triratana T, et al. Caries Res, 2013; doi: 10.1159/000353183. 5. Data on file. Colgate-Palmolive, 2013.

January 2014

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