







Toothpaste Properties

	Colgate Total Advanced Clean	Colgate Total Advanced Whitening	Colgate Maximum Cavity Protection with Sugar Acid Neutraliser	Colgate® Sensitive Pro-Relief™	Colgate® Sensitive Pro-Relief™ Repair and Prevent	Colgate Sensitive Multi-Protection
						
Abrasive	Silicon Dioxide	Silicon Dioxide	Calcium Carbonate, Hydrated Silica	Sodium Silicate	Sodium Silicate	Silicon Dioxide
Binder	Carrageenan, Carmellose Sodium	Carrageenan, Carmellose Sodium	Cellulose Gum	Carmellose Sodium, Xanthan Gum	Carmellose Sodium, Xanthan Gum	Carmellose Sodium, Xanthan Gum
Colouring Agent	Titanium Dioxide	Titanium Dioxide, FD&C Blue No. 1, Mica	Titanium Dioxide	Titanium Dioxide	Titanium Dioxide	Titanium Dioxide
Flavour	Flavour, Saccharin, Glycerol, Sorbitol	Flavour, Saccharin, Glycerol, Sorbitol	Sorbitol, Flavour, Sodium Saccharin	Flavour, Acesulfame Potassium, Sucralose, Limonene	Flavour, Acesulfame Potassium, Sucralose, Limonene	Flavour, Sorbitol, Saccharin, Sodium, Glycerol
Humectant	Glycerol, Sorbitol, Water, Propylene Glycol	Glycerol, Water, Sorbitol	Water, Sorbitol	Water, Sorbitol	Water, Sorbitol	Glycerol, Sorbitol, Water, Macrogol 600
Surfactant	SLS	SLS	SLS	SLS	Cocamidopropyl Betaine	SLS
Active Ingredient	1100 ppm Sodium Fluoride, Triclosan	1000ppm Sodium Fluoride, Triclosan	1450ppm Sodium Monofluorophosphate, 1.5% Arginine, Calcium Carbonate	1450ppm Sodium Monofluorophosphate, Calcium Carbonate, 8% Arginine	1450ppm Sodium Monofluorophosphate, Calcium Carbonate, 8% Arginine	1000ppm Sodium Monofluorophosphate, Potassium Citrate 55.3mg/g, Zinc Citrate Trihydrate 20mg/g
Others	PVM/MA Copolymer	PVM/MA Copolymer	Sodium Carbonate, Benzyl Alcohol, Sodium Bicarbonate	Bicarbonate, Sodium Bicarbonate	Bicarbonate, Sodium Bicarbonate	PVM/MA Copolymer, Tetrasodium Pyrophosphate
pH	7.2	7.2	9.5	8.9	8.9	5.6

Toothpaste Properties

	Colgate Optic White - Enamel White	Colgate NeutraFluor 5000 Plus	Colgate NeutraFluor 5000 Sensitive	My First Colgate	Colgate Sparkling Mint Gel	Colgate Sparkling Mint Gel (6+ years)
						
Abrasive	Calcium Pyrophosphate, Silica	Silicon Dioxide	Silicon Dioxide	Silica	Silica	Hydrated Silica
Binder	PEG/PPG 116/66, Propylene Glycol	Xanthan Gum	Carrageenan, Poloxamer, Cocamidolpropyl Betaine	Cellulose Gum	Cellulose Gum	Cellulose Gum
Colouring Agent		Brilliant Blue Colour	Titanium Dioxide, Brilliant Blue FCF, Mica, Quinoline Yellow	FD&C Blue No. 1	Mica & Titanium Dioxide, FD&C Blue No. 1, D&C Yellow No.10	Mica & Titanium Dioxide, FD&C Blue No. 1, D&C Yellow No.10
Flavour	Glycerin, Sodium Saccharin, Sucralose	Sorbitol, Saccharin, Flavour	Sorbitol, Flavour, Sodium Saccharin	Flavour, Saccharin, Sorbitol	Flavour, Sodium Saccharin	Flavour, Sorbitol, Sodium Saccharin
Humectant	Glycerin, PEG-12	Water, Sorbitol, Macrogol 600	Water, Sorbitol, Macrogol 600	Water, PEG-12, Sorbitol	Water, PEG-12	PEG-12, Sorbitol, Water, Sodium Saccharin
Surfactant	SLS	SLS	SLS	SLS	SLS	SLS
Active Ingredient	1000ppm Sodium Monofluorophosphate, 1% Hydrogen Peroxide	5000ppm Sodium Fluoride	5000ppm Sodium Fluoride, 5% w/w Potassium Nitrate	500ppm Sodium Fluoride	1100ppm Sodium Fluoride	1000ppm Sodium Fluoride
Others	Tetrasodium Pyrophosphate, Butylated Hydroxytoluene, PVP, Phosphoric Acid	Potassium Pyrophosphate	Sodium Hydroxide	Tetrasodium Pyrophosphate	Tetrasodium Pyrophosphate	Tetrasodium Pyrophosphate
pH	8.0	8.0	6.9	7.0	7.0	7.0