Colgate®

Total
ACTIVE PREVENTION

NEW FORMULA*

NEW Colgate Total®.



Extend your professional care.

DENTIST RECOMMENDED
#1

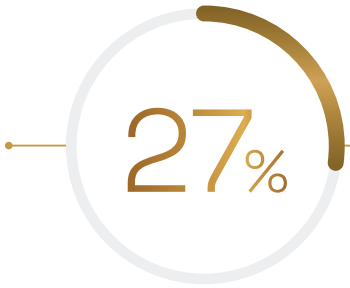
PROFESSIONAL
ORAL HEALTH

The need for active prevention

Many people want a healthy, attractive smile but are unsure how to prevent common oral health problems between visits:



80.2% of adults say they have received oral hygiene advice,[1] however:



presented with active decay[1]



presented with bleeding gums[1]

Patients need to understand regular dental visits are not just to fix problems. Everyone, including healthy patients can benefit from personalised preventive care.

Empower your patients with active prevention between visits

In partnership with dental professionals, NEW Colgate Total® is at the forefront of active prevention

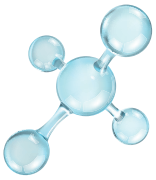
NEW Colgate Total® Active Prevention formula, optimised for peak performance, delivers 3 key benefits:

- **Superior technology**[2,3,†] — High levels of bioavailable stannous[‡]
- **24-hour anti-bacterial protection**[#] — Long-lasting efficacy[#]
- **Enhanced brushing experience** — Designed for high patient compliance[**]

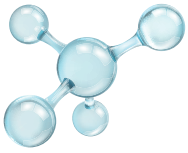


Superior technology with uniquely* stabilised stannous fluoride formula

Formulated to provide high levels of bioactive stannous‡



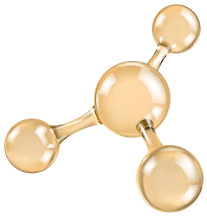
Phosphate shields complex Sn^{2+} ions from oxidation



Stannous ions are generally unstable and easily oxidised in contact with air, water and heat[4]



The **NEW formulation** of **Colgate Total®** has evolved to enhance stability of bioactive stannous ions



Nitrate ions help prevent breakdown of bioactive Sn^{2+}

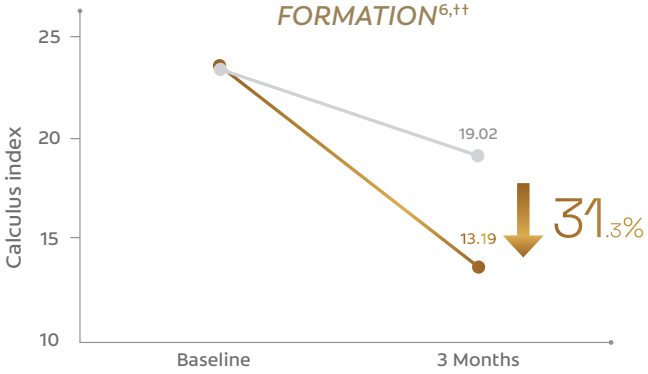
Scan to learn more

NEW Colgate Total® clinically proven formula[3,5-7]

Higher levels of bioactive stannous ions in NEW Colgate Total® targets the cause of common oral health problems, delivering clinically proven benefits[3,5-7]

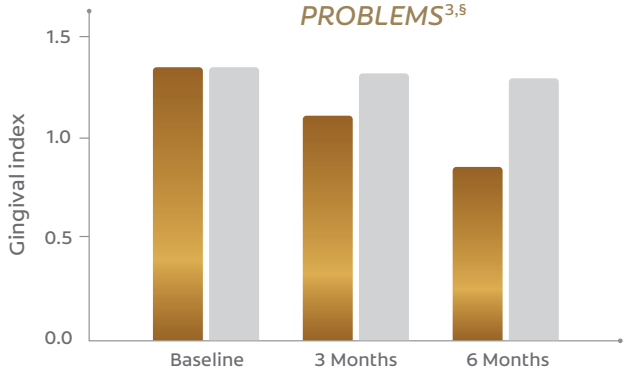
31%

REDUCTION IN CALCULUS FORMATION[6,††]



34%

REDUCTION IN GUM PROBLEMS[3,§]



NEW Colgate Total® Regular MFP toothpaste

More than **100 clinical studies** completed on Colgate Total® brand^^

Personalise active prevention with NEW Colgate Total®



Extend your professional care with the NEW Colgate Total® regime

PROVEN ANTIBACTERIAL PROTECTION[5]

SCIENTIFICALLY PROVEN **CLINICAL BENEFITS**[3,5-7]

DEEPER TOOTHPASTE DELIVERY‡‡

INSTANT AND **LONG-LASTING ANTI-BACTERIAL** PROTECTION§§

CPC+ZINC FORMULA WITH **225 PPM FLUORIDE**



15x more effective at fighting a root cause of many common oral care issues##

100% of people had improved mouth protection in just 3 weeks***

CPC: CETYLPYRIDINIUM CHLORIDE

Recommend NEW Colgate Total® Active Prevention to empower your patients to keep on track between visits

*US Patented. ^Colgate® Brand, Toothpaste, UK, Dentist Survey 2023. To verify contact ukverification@colpal.com. †Superior performance vs non-antibacterial fluoride toothpaste. ‡ Soluble stannous measured via aqueous simple solutions of the ingredients after 2 weeks' accelerated ageing at 60°C. § Vs non-antibacterial fluoride toothpaste with 6 months of continued use. # With twice-daily use after 4 weeks. **Consumer Home Use Test (HUT) in 2023 with 450 consumers – US, BZ, UK. †† Vs non-antibacterial fluoride toothpaste after 3 months of continued use. ^^ On former and current formulas of Colgate Total® globally. §§ Plaque bacteria reduction, after 4 weeks of 2x daily use vs brushing alone with a fluoride toothpaste (1000 ppm F from NaMFP). ‡‡Vs an ordinary flat-trim toothbrush. ##Common oral issues caused by bacteria buildup such as gingivitis, cavities and tartar. Bacterial plaque reduction vs non-antibacterial fluoride toothpaste and regular brush, with 1-week continued use. ***Reductions in plaque and gum problems vs baseline in a clinical study using Total® toothpaste, toothbrush and mouthwash together.

References: 1. Oral Health Survey of Adults attending dental practices, 2018. Public Health England, published 2020. **2.** Gittins A, et al. Efficacy of a Stannous Fluoride Toothpaste Stabilized With K+ and Polyphosphates (SNAP) on Immediate Tooth Sensitivity Relief. J Dent Res. 2022;101 (Spec Iss A):0512. **3.** Hu D, et al. Stannous Fluoride vs Regular Fluoride Dentifrice in Plaque and Gingivitis Reduction. J Dent Res. 2022;101(Spec Iss A):0514. **4.** Dorn RW, et al. Structural characterization of tin in toothpaste by dynamic nuclear polarization enhanced 119Sn solid-state NMR spectroscopy. Nat Commun. 2023;14:7423. **5.** Seriwatanachai D, et al. Clinical Results Of 4wk Antibacterial Study For Stannous Fluoride Toothpaste. J Dent Res. 2024;103(Spec Iss A):1082. **6.** Stellitano M, et al. Effect of a Stannous Fluoride Toothpaste on Supragingival Calculus Formation, submitted for 2025 AADOCR presentation. **7.** Chakraborty B, Seriwatanachai D, Triratana T, et al. Antibacterial Effects of a Novel Stannous Fluoride Toothpaste Stabilized With Nitrate and Phosphates (SNaP): In Vitro Study and Randomized Controlled Trial. Compend Contin Educ Dent. 2024;45 (Spec Iss):12-20.