

# Introducing Next Generation Colgate Total\*



## The New Colgate Total\* formula was specially designed for Whole Mouth Health‡

- ✓ Fights plaque-causing bacteria on 100% of mouth surfaces<sup>¶1</sup>
- ✓ Delivers significant reductions in plaque<sup>2</sup>, gingivitis<sup>2</sup>, calculus<sup>3</sup>, and malodour<sup>4</sup>

## New benefits with the new Colgate Total\* formula



Anti-sensitivity  
Across all variants



New Cooling Flavours<sup>§</sup>



Instant  
Neutralization of Odours<sup>§</sup>

Contact your local representative to try it for yourself.

† Arginine is a stabilizing non-active excipient that enhances the flavour of the toothpaste formula.

‡ Reduces bacteria on saliva, teeth, tongue, cheeks and gums; helps prevent plaque and gingivitis, protects enamel, relieves sensitivity.

§ vs. original Colgate Total\* toothpaste.

¶ Statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks, and gums with Colgate Total\* versus non-antibacterial fluoride toothpaste at 4 weeks, 12 hours after brushing.

References: 1. Prasad, K, J Clin Dent 2018;29 (Spec Iss A):A25–32. 2. Delgado E, et al. J Clin Dent 2018;29 (Spec Iss A):A33–40. 3. Seriwatanachai & Mateo, September 2016, internal report.

4. Hu D, et al. J Clin Dent 2018;29(Spec Iss A):A41–45.”