



Your **Colgate[®]**
Territory
Manager is
here to help.

Get in touch today.



Colgate[®] Care Plan

Save on high quality products and
make a positive impact on your
patients and practice.

Colgate[®] Care Plan benefits



Discounted
pricing



Free patient coupons
or toothpaste samples



Free bonus product
upon sign up



Flexible orders,
scheduled deliveries



Free
shipping

To order:



Call us

Contact your **Colgate[®]** Territory Manager
or call **1-800-2COLGATE (1-800-226-5428)**
Monday - Thursday (7:30 am - 5:30 pm CST)
Friday (7:30 am - 4:30 pm CST)
to speak to a customer service specialist

To learn more:





What is the Colgate® Care Plan?

The **Colgate® Care Plan** helps you save on the high quality, trusted products you currently order and offers discounts on new products for your office and patients. Flexible and automatic shipping makes ordering a breeze!

How does the Colgate® Care Plan work?

It's easy! Select the products and the quantity your office requires and we ship them to you at an agreed upon interval. If you need to make changes at any point, just let us know.

Show your commitment to patient care by joining the **Colgate® Care Plan**. Talk to your Colgate Territory Manager or call **1-800-2COLGATE (1-800-226-5428)** to enroll.

Why dental professionals choose Colgate®



Quality products



Exceptional value



Product variety



Professional education

Products

We offer more than quality toothbrushes, toothpaste and floss. Take advantage of great savings when you include Colgate's other top selling products in your order.

Toothbrushes, toothpaste & floss

There's a **Colgate®** toothbrush to meet the needs of every patient.



Save 40% or more

Mouthwash & Oral Rinses

Choose from a range of therapeutic solutions.



Save 24% or more

Fluoride Therapy

Help manage your patients' caries risk.



Save 25% or more

Professional Whitening

Extraordinary whitening made simple.



Save 32% or more



Toothbrushes, toothpaste & floss

Designed to help patients achieve a **better clean at home.**



Buy more for even greater savings

Colgate® Classic toothbrushes

The trusted option



Colgate® Premium toothbrushes

An elevated brushing experience



Colgate® Kids & Tweens toothbrushes

Fun designs, perfect for growing smiles



What is included with Colgate® toothbrushes

Step 1
Select your toothbrush



Step 2
Select your toothpaste



Step 3
Optional add-ons

25% recycled plastic container!



Colgate® Dental Floss
Add 17¢ for each patient



Patient Sample Bag
Free for each patient



Schedule in advance **\$1,499 or less** and receive three (3) Colgate® hum Smart Rechargeable Electric Toothbrushes



Schedule in advance **\$1,500 or more** and receive three (3) Colgate® Optic White® Professional take-home kits

Bonus

Prices listed are per unit and require a minimum purchase of 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.



Classic toothbrushes

The trusted option

Effective Clean



Colgate® Classic toothbrushes with free toothpaste

*Imprinting available on all adult toothbrushes. Prices listed are per unit and require a minimum purchase of 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.

Toothpaste

- **Colgate® Sensitive toothpaste** for sensitive teeth
Maximum strength[†] for clinically proven sensitivity relief, plus the benefits of an everyday fluoride toothpaste, with a fresh mint taste.
- **Colgate Total® toothpaste** for whole mouth health*
Breakthrough formula that fights bacteria on teeth, tongue, cheeks and gums. Provides sensitivity relief, improved enamel strength*, and odor neutralization*!
- **Colgate® Optic White® toothpaste** for whiter teeth
Clinically proven technology to remove 6X more surface stains with micro-polishing action⁵. Available in a gel form, fresh mint flavor to help freshen your breath.
- **Colgate® Cavity Protection toothpaste** for cavity protection
Clinically proven to help strengthen teeth and leave your mouth feeling fresh and clean. Trusted by dentists and families globally for over 45 years.
- **Colgate® Kids Cavity Protection toothpaste** for kids
Cavity-fighting fluoride protection with a great-tasting bubble fruit flavor.



Floss & patient bags



25% recycled plastic container!

Colgate® Dental Floss

Add 17¢ for each patient



Patient Sample Bag

Free for each patient



Schedule in advance **\$1,499 or less** and receive three (3)

Colgate® hum Smart Rechargeable Electric Toothbrushes



Schedule in advance **\$1,500 or more** and receive three (3)

Colgate® Optic White® Professional take-home kits

Bonus

* Based on in vitro studies. † Maximum-strength FDA-allowed amount of potassium nitrate. Building an effective concentration of potassium ions to depolarize the nerves can take up to 2 weeks, and works best when used continuously twice daily. ⁵ vs. ordinary non whitening toothpaste, after 2 weeks of continued use.



Premium toothbrushes

An elevated brushing experience

Whole Mouth Clean			Gum Health		Charcoal
25% recycled plastic					New
Compact Soft	Ultra-Compact Soft	Compact Extra Soft	Compact Extra Soft	Ultra-Compact Soft	Soft

Buy more for even greater savings

Colgate® Premium toothbrushes with free toothpaste

*Imprinting available on all adult toothbrushes. Prices listed are per unit and require a minimum purchase of 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.

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Breakthrough formula that fights bacteria on teeth, tongue, cheeks and gums. Provides sensitivity relief, improved enamel strength*, and odor neutralization*!
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Clinically proven technology to remove 6X more surface stains with micro-polishing action⁵. Available in a gel form, fresh mint flavor to help freshen your breath.
- **Colgate® Cavity Protection toothpaste** for cavity protection
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Colgate® Dental Floss

Add 17¢ for each patient



Patient Sample Bag

Free for each patient



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Colgate® hum Smart Rechargeable Electric Toothbrushes



Schedule in advance **\$1,500 or more** and receive three (3)

Colgate® Optic White® Professional take-home kits

Bonus

* Based on in vitro studies. [†] Maximum-strength FDA-allowed amount of potassium nitrate. Building an effective concentration of potassium ions to depolarize the nerves can take up to 2 weeks, and works best when used continuously twice daily. ⁵ vs. ordinary non whitening toothpaste, after 2 weeks of continued use.



Kids & Tweens toothbrushes

Fun designs, perfect for growing smiles

Ages 0-2	Ages 2+	Ages 5+	Ages 8+
<p>Small Extra Soft</p>	<p>Small Extra Soft</p>	<p>Small Extra Soft</p>	<p>Ultra-Compact Soft</p>
			25% recycled plastic
			Buy more for even greater savings

Colgate® Kids & Tweens toothbrushes with free toothpaste

Toothpaste

- Colgate® Sensitive toothpaste** for sensitive teeth
 Maximum strength[†] for clinically proven sensitivity relief, plus the benefits of an everyday fluoride toothpaste, with a fresh mint taste.
- Colgate Total® toothpaste** for whole mouth health*
 Breakthrough formula that fights bacteria on teeth, tongue, cheeks and gums. Provides sensitivity relief, improved enamel strength*, and odor neutralization*!
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Add 17¢ for each patient



Patient Sample Bag

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Colgate® hum Smart Rechargeable Electric Toothbrushes



Schedule in advance **\$1,500 or more** and receive three (3)

Colgate® Optic White® Professional take-home kits

Bonus

PJ Masks © Frog Box / Entertainment One UK Limited / Walt Disney EMEA Productions Limited 2014. Peppa Pig © Ashley Baker Davies Ltd/ Entertainment One UK Ltd. 2003. Dreamworks Trolls © 2018 DreamWorks Animation LLC. All rights reserved. © Universal City Studios LLC. All Rights Reserved. BATMAN and all related characters and elements © &™ DC Comics. Prices listed are per unit and require a minimum purchase of 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.

[†] Based on in vitro studies. [†] Maximum-strength FDA-allowed amount of potassium nitrate. Building an effective concentration of potassium ions to depolarize the nerves can take up to 2 weeks, and works best when used continuously twice daily. ⁵ vs. ordinary non whitening toothpaste, after 2 weeks of continued use.



Also available with the Colgate® Care Plan

Empower your patients to expand their oral hygiene routine beyond the everyday.

Colgate's® top selling products, including whitening, fluorides, oral rinses and sensitivity, can all be ordered on plan.



Big savings for larger orders
 You can save big with the Colgate® Care Plan!
 The more you order, the more you save.
 Contact your Colgate® Territory Manager today
 to ask about high volume discounts.

Mouthwash & Oral Rinses

Colgate® Peroxyl® Mouth Sore Rinse

Cleanses & Promotes Healing of Minor Oral Wounds

- Antiseptic mouth rinse contains **1.5% hydrogen peroxide** – Helps lower bioburden when conducting procedures
- Ready to use – No time wasted measuring or mixing
- Great mint flavor – Patients will appreciate the great taste
- Alcohol free* – No ‘burn’ or discomfort
- Shelf life of 2 years – Reliable stability



Colgate® PerioGard® Alcohol Free Rinse

Powerful antimicrobial. Pleasing taste. Proven efficacy.^{1,2}

- Helps to reduce inflammation and bleeding of the gums due to gingivitis³
- Reduces certain aerobic and anaerobic bacteria counts from 54-97% through six months’ clinical use⁴
- Fresh Mint taste without the burn of alcohol



Colgate® Peroxyl® Rinse

16.9 oz.....(543-0175)
 32 oz.....(543-0251)

Colgate Total® Advanced Pro-Shield™ Mouthwash

60 mL.....(543-0186)

Colgate® PerioGard® Rinse

0.12% Chlorhexidine Gluconate (Rx only)

16 oz.....(543-0242)

Please read and follow the label warnings and directions. For your safety, if the procedure takes longer than 30 minutes please re-treat. *Does not contain ethyl alcohol
Reference: 1. Southern EN, et al. J Dent Hyg 2006; 80: 12-20. 2. Grossman E, et al. J Perio Res. 1986; 21: 33-34. 3. <https://www.mayoclinic.org/drugs-supplements/chlorhexidine-oral-route/side-effects/drg-20068551?p=1#:-:text=Chlorhexidine%20is%20used%20to%20treat,your%20teeth%20between%20tooth%20brushings> (Accessed: January 2021). 4. PerioGard (Chlorhexidine Gluconate Oral Rinse USP, 0.12% Alcohol Free oral rinse, [prescribing information, Rev.2019] Colgate Oral Pharmaceuticals, Inc. Minimum purchase requirements must be fulfilled in a 12-month period. Offer and pricing details may change at Colgate's discretion.



Fluoride Therapy

Help manage your patients' caries risk (Rx Only)

Provide extra fluoride protection in the office.



Proven prescription fluoride therapy

- Patented, **fast-release** gel formula
- **One step** fluoride treatment to help improve compliance
- **Mild** cleaning system with low level abrasion
- **Reverses** early root caries¹

Colgate® PreviDent® 5000

1.1% Sodium Fluoride Prescription Strength Toothpaste (Rx only)

Booster Plus - Mint (543-0219)
 Booster Plus - Fruitastic (543-0220)
 Sensitive..... (543-0221)
 Dry Mouth.....(131-3943)
 Enamel Protect..... (543-0218)
 Ortho Defense(543-0233)

3.4 oz (100 mL)



Colgate® PreviDent® Varnish with 5% sodium fluoride is an in-office topical treatment clinically proven for hypersensitivity relief¹⁻³.

It treats hypersensitivity quickly and easily while providing more fluoride uptake than 3M Vanish Varnish.* **

Colgate® PreviDent® 5000 Plus

1.1% Sodium Fluoride Prescription Strength Toothpaste (Rx only)

Mint..... (543-0213)
 Fruitastic.....(543-0222)

1.8 oz (51 g)

Colgate® PreviDent® Brush-on Gel

1.1% Sodium Fluoride Gel (Rx only)

Fresh Mint (543-0216)
 Very Berry (543-0217)

2 oz (56 g)

Colgate® PreviDent® Gel-Kam®

0.4% Stable Stannous Fluoride Gel

Mint.....(543-6347)
 Fruit & Berry(543-6567)

4.3 oz (122 g)

Colgate® PreviDent® Varnish

5% Sodium Fluoride (Rx only)

Raspberry.....(543-0121)
 Mint..... (543-0120)
 Grape.....(543-0148)
 Caramel Sundae (129-8852)

50/box

Colgate® PreviDent® Rinse

0.2% Sodium Fluoride Oral Rinse (Rx only)

PreviDent® Rinse.....(131-3957)

16 oz

Colgate® Phos-Flur® Rinse

Sodium Fluoride and Acidulated Phosphate Rinse

Mint.....(543-0204)
 Gushing Grape.....(543-0205)

16.9 oz

Reference: 1. Baysan A, et al. Reversal of primary root caries using dentifrices containing 5,000 and 1,100 ppm fluoride. Caries Res. 2001; 35:41-46. Minimum purchase requirements must be fulfilled in a 12-month period. Offer and pricing details may change at Colgate's discretion.

Reference: 1. Gaaffer A et al. Compend Contin Educ. 1998; 19(11):1088-1090, 1092, 1094 passim. 2. Clark DC, Hanley JA, Geoghegan S, et al. J Periodontal Res. 1985;20(2):212-219. 3. Ritter AV, de L Dias W, Miguez P, et al. J Am Dent Assoc. 2006;137(7):1013-1020. *Data on file, Colgate-Palmolive, 2012. **Varnish is a trademark of 3M.



Professional Whitening

Extraordinary whitening made simple

New

Precise application

Patented formula in precision pen designed for **no tooth sensitivity, no gum irritation, and no mess**



New

Quick activation

Patented LED device accelerates whitening with a **short 10 minute** wear time



Dramatic results

Dramatically whiter teeth in just **5 days***



New

Colgate® Optic White® Professional take-home kit

Designed for **no tooth sensitivity, no gum irritation, and no mess.**



Take-Home Whitening

Patented whitening serum



Take-Home Full Kit..... (543-0261)

Contact your Colgate representative for a lunch & **learn or watch our on demand webinar.**

Learn about the latest innovation in professional whitening and earn **FREE CE**

FREE ON DEMAND WEBINAR



The next generation in vital tooth whitening (bleaching)

Sibel Antonson D.D.S., Ph.D., M.B.A.
Professor, **Leighton Davies-Smith Ph.D.**

Watch Webinar at <https://bit.ly/3wBDthL>

Participants will learn:

- Learn about the newest technology in take-home Professional bleaching
- Understand how this particular system delivers an outcome and patient/DP experience that is improved over more traditional approaches
- Discover via demonstration how this bleaching system is best for your patients & for youability

*when used as directed
Minimum purchase requirements must be fulfilled in a 12-month period. Offer and pricing details may change at Colgate's discretion.



Positive outlook.
Positive outcomes.



Colgate celebrates dental professionals' commitment and optimism. We believe that with clinically relevant and innovative initiatives, scholarships, education and sustainable solutions, **we can help you make a greater, more significant difference, every day.**

Colgate® can help your practice make a positive impact on oral hygiene



Join our community exclusively for Dental Hygienists*
Become a COHA today!

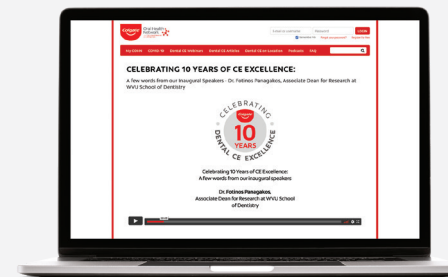
Enroll at www.colgateprofessional.com

*Must be a registered, practicing, US based dental hygienist or hygiene student.

Join us as we continue to make progress toward our 2025 goal to **improve the oral health for 2 billion kids** through our **Bright Smiles, Bright Futures** program. Access patient education materials or sign up to volunteer with our mobile dental van program.



www.colgatebsbf.com



We also offer free continuing education credit opportunities at colgateoralhealthnetwork.com.

Over 100 live and on demand webinars and 50 articles and podcast episodes available to you 24/7.

www.colgateoralhealthnetwork.com

Experience our newest innovations by visiting us at one of these upcoming conventions

- Yankee Dental Congress: 1/27 - 1/29
- Chicago Midwinter: 2/24 - 2/26
- California Dental Association South: 5/12 - 5/14

