

Colgate®

Total
ACTIVE PREVENTION



DENTIST
RECOMMENDED*

#1

Help to prevent
future oral health
problems with
NEW Colgate Total®

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Help prevent common oral health problems

Behind a healthy smile there is a preventive oral care plan. Taking care of your oral health every day helps prevent bacterial plaque build-up, the main cause of many common oral health problems including gum problems, tooth decay and bad breath.

Follow these top tips for optimal oral health



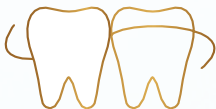
Brush your teeth twice a day

Brush twice a day, last thing at night and on one other occasion. Be sure to clean all tooth surfaces including the front and back of your teeth, which should take at least 2 minutes.



Use an anti-bacterial toothpaste

Use an anti-bacterial toothpaste to complement your toothbrushing and help control bacterial plaque build-up.



Clean between your teeth

Use floss or interdental brushes to help remove bacterial plaque between your teeth.



Use a mouthwash

Use a fluoride mouthwash with anti-bacterial action to help reduce bacterial plaque build-up. Use at a different time to brushing to avoid washing the fluoride protection away.



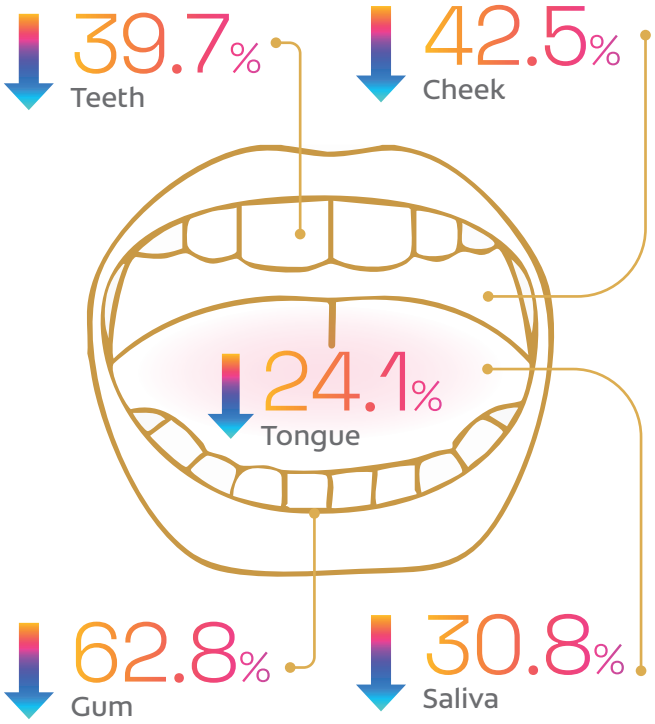
Maintain a healthy diet

Reduce the amount and frequency of sugar intake - especially between meals.

Ask your dental professional for a personalised oral care plan to help prevent future oral health problems

Active prevention should be an essential part of everyday life

NEW Colgate Total® is clinically proven to help reduce bacterial plaque build-up on all mouth surfaces



Clinically proven to provide comprehensive protection



The Colgate Total® preventive oral health system works better together than a regular toothpaste and toothbrush[#]

15x more effective at fighting a root cause of many common oral care problems[†]

100% of people had improved mouth protection in just 3 weeks[^]

100% of people had a reduced risk of common oral health problems[†]



Designed to seamlessly integrate into your daily routine

Extend your professional care beyond your dental visit



- Superior stannous fluoride technology^s
- Proven anti-bacterial protection
- Contains the recommended fluoride level at 1450 ppm



- Instant and long-lasting anti-bacterial protection
- Contains CPC + Zinc formula with added fluoride



- Designed to deliver toothpaste in hard-to-reach areas
- Soft, high-density bristles to clean tooth surfaces



Protect all of your mouth surfaces today with New Colgate Total®

Ask your dental professional
about Colgate Total®



Ask your dental professional
about NEW Colgate Total®

Scan to learn more or visit:
www.colgate.co.uk

*Colgate® Brand, Toothpaste, UK, Dentist Survey 2023. To verify contact ukverification@colpal.com. #Reductions in bacterial plaque and gingivitis vs non-antibacterial fluoride toothpaste and flat-trim toothbrush with continued use. ^Reductions in plaque and gum problems vs baseline in a clinical study using Colgate Total® toothpaste, toothbrush and mouthwash together. †Bacterial plaque reduction by using together Colgate Total® toothpaste, toothbrush and mouthwash vs fluoride toothpaste and ordinary flat-trim manual toothbrush, with 1 week of continued use. ‡Reductions in plaque and gum problems vs baseline in a clinical study after 3 weeks of continued use of Colgate Total® toothpaste, toothbrush and mouthwash together, and in oral care issues such as gum problems or cavities. §Superior performance vs non-antibacterial fluoride toothpaste.

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