

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



Colgate's Bright Smiles, Bright Futures™ program provides FREE oral health education and screening via our mobile dental van.

Join us on our goal to improve the oral health of 2 billion kids.

Visit colgatebsbf.com to learn more about our program or to volunteer.



Exclusive tools and sample offers for dental hygienists*



Not a COHA? Join today! Enroll at colgateprofessional.com

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



Over 200 webinars (live and on demand), articles, podcasts and case studies available 24/7.



Visit colgateoralhealthnetwork.com today to register for free!

To order:

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:

Use this QR Code to access the colgateprofessional.com web page

Colgate Care Plan

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

June 2026

Colgate Care Plan Benefits

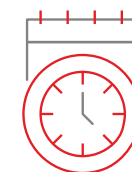


Discounted pricing



FREE toothpaste samples

included with toothbrush plans



Flexible orders, scheduled deliveries



FREE shipping



Colgate Professional Solutions

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 a change to your order or shipment schedule, 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.

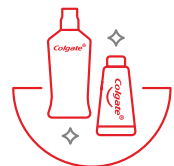
Why dental professionals choose Colgate



Quality products



Exceptional value



Product variety



Professional education

* Modifications of orders must be made no fewer than 5 days prior to scheduled shipment date, except modifications of orders of imprinted toothbrushes must be made no fewer than 14 days prior to scheduled shipment date. For Terms & Conditions regarding customized brushes, please visit: <https://www.henryschein.com/us-en/dental/legalterms.aspx>
In accordance with the federal anti-kickback statute (42 U.S.C. § 1320a-7b(b)) and the discount safe harbor (42 C.F.R. § 1001.952(h)), any and all discounts and rebates must be treated as discounts, and Customer must fully and accurately report all prices paid net of discounts and rebates where appropriate, and, under any applicable payer reimbursement requirements, provide information upon request to Medicare, Medicaid and other federal health care programs on all discounts, rebates and price reductions received from Colgate Oral Pharmaceuticals, Inc.

Active Prevention



Maximum Fluoride Protection



Sensitivity



Kids and Orthodontic Protection



Gum Health



Whitening



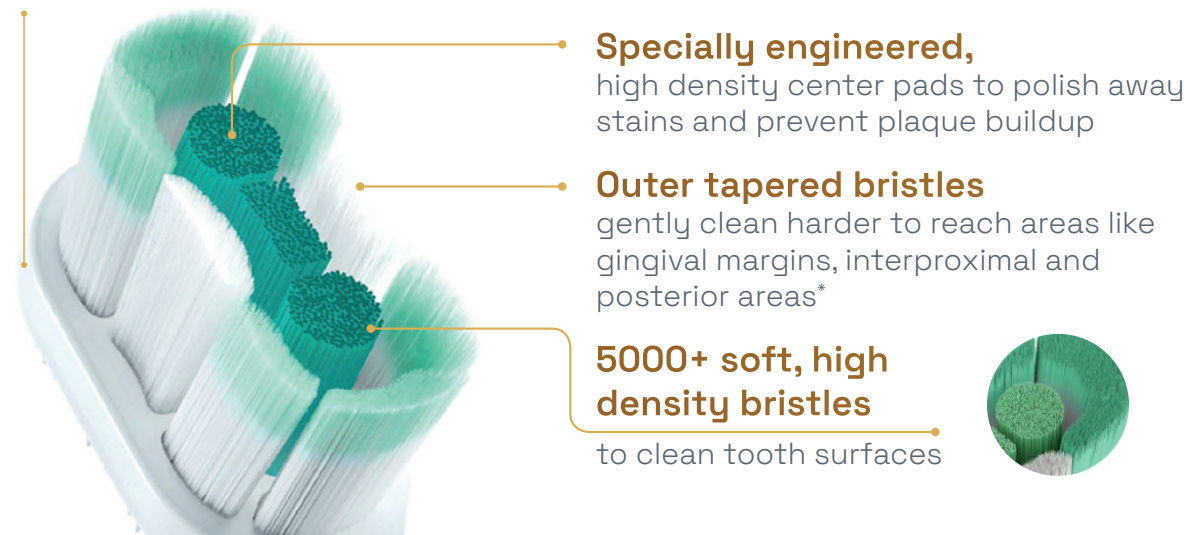
Colgate®



Pro Line Toothbrush

Colgate Total® Active Prevention Toothbrush
Designed to deliver toothpaste actives in hard-to-reach areas

Small head
to clean hard-to-reach molars



Specially engineered,
high density center pads to polish away stains and prevent plaque buildup

Outer tapered bristles
gently clean harder to reach areas like gingival margins, interproximal and posterior areas*

5000+ soft, high density bristles
to clean tooth surfaces



Floss-tip bristles**
that reach deeper† along gumline and between teeth



Pro Line



Compact Soft

Premium Toothbrushes

Dental exclusive toothbrushes with clinically proven benefits or premium features



Whole Mouth Clean

360°
DEEP CLEAN

360°
SENSITIVE ADVANCED

Gum Health

SlimSoft

Compact Soft

Ultra-Compact Soft

Compact Extra Soft

Compact Ultra Soft

Ultra-Compact Ultra Soft

Buy more for even greater savings

Designed with a contoured fit for deeper delivery of the toothpaste to problem prone areas.†

To learn more, visit colgateprofessional.com/products/colgate-total

* vs Colgate Extra Clean. ** This toothbrush does not replace flossing. † Bristles designed to better reach in gumline and plaque retentive zones. † vs. an ordinary flat trim toothbrush.

- Prices listed are per unit and require customers to schedule in advance at least 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.
- Select manual toothbrushes may be imprinted. Prices listed are for non-imprinted toothbrushes.

Modifications of orders must be made no fewer than 5 days prior to scheduled shipment date, except modifications of orders of imprinted toothbrushes must be made no fewer than 14 days prior to scheduled shipment date. For Terms & Conditions regarding customized brushes, please visit: <https://www.henryschein.com/us-en/dental/legalterms.aspx>



Classic Toothbrushes

The trusted option for a gentle,
yet effective cleaning

Effective Clean



Buy more for even greater savings

- Prices listed are per unit and require customers to schedule in advance at least 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.
- Select manual toothbrushes may be imprinted. Prices listed are for non-imprinted toothbrushes.

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Kids & Tweens Toothbrushes

Fun designs, perfect for growing smiles



Buy more for even greater savings

Kids & Tweens toothbrushes can be paired with Colgate® Kids Cavity Protection toothpaste or any of the toothpaste options featured in the Colgate Care Plan.

Prices listed are per unit and require customers to schedule in advance at least 432 toothbrushes (3 gross) in a 12-month period. Offer and pricing details may change at Colgate's discretion.

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Modifications of orders must be made no fewer than 5 days prior to scheduled shipment date, except modifications of orders of imprinted toothbrushes must be made no fewer than 14 days prior to scheduled shipment date. For Terms & Conditions regarding customized brushes, please visit: <https://www.henryschein.com/us-en/dental/legalterms.aspx>

Colgate®

FREE with every Colgate toothbrush

Colgate Total® Active Prevention Toothpaste



Overview

Help stop oral health problems* before they start. This anticavity toothpaste fights bacteria, the root cause of many oral health issues such as gingivitis, tartar, sensitivity, weak enamel, stains, bad breath, and cavities. Made with a clean mint flavor.

Benefits

- Fights bacterial biofilm: Controls regrowth and makes biofilm less pathogenic
- Fights dental calculus: Actively prevents tartar formation and build-up
- Fights Oral malodor: Keeps breath fresher over 12 hours†

Colgate® Kids Cavity Protection Toothpaste



Cavity-fighting fluoride protection with a great-tasting flavor.

- Mild bubble fruit flavor to encourage regular brushing
- Fluoride toothpaste
- Helps protect against cavities

Colgate® Sensitive Toothpaste



Clinically proven active ingredient for 24/7 sensitivity relief. Helps to repair and protect teeth against the effects of acid erosion.

- Clinically proven active ingredient for long lasting sensitivity protection
- Sensitive teeth toothpaste that provides 24/7 sensitivity protection (with twice-daily brushing)
- Prevents bad breath, cavities, plaque and tartar buildup

Colgate® Optic White® Advanced Toothpaste



Remove 5 years of stains[§] using this toothpaste with a 2% hydrogen peroxide-based formula to whiten beyond surface stains. Made with a cool mint flavor.

- This 2% hydrogen peroxide toothpaste uses a patented whitening formula that is enamel-safe for daily use
- Effectively removes tea, coffee and wine stains** with the 2% hydrogen peroxide formula and goes beyond surface stains
- Removes 5 years of stains[§]

Optional add-ons



Colgate® Dental Floss



Patient Sample Bag

* Such as cavities and gingivitis. † In a clinical study, 12h post-brushing with 3 weeks' continued use vs baseline. ‡ when brushing twice daily for two weeks. ** as shown in a laboratory study.

Professional Whitening

Precision whitening...

drama-free

Colgate® Optic White® Professional In-Office Whitening



- ✓ Dramatic results patients want in **30 minutes**
- ✓ **No gingival barriers,** messy gels, or custom trays
- ✓ **No reports of sensitivity** or pain in a clinical trial

In-Office Full Kit.....61048281

Colgate® Optic White® Professional Take-Home Whitening



- ✓ Dramatically whiter teeth in just **5 days***
- ✓ Patented formula in a precision pen designed for **no tooth sensitivity, no gum irritation, and no mess**
- ✓ LED device accelerates whitening with a **short 10 minute** wear time

Take-Home Full Kit.....61048258

Please note that we are transitioning the inventory of our Take-Home kit over the next few months. The new kit will include updated packaging and components.



Colgate® Optic White® Pro Series Toothpaste

Express White.....61053731
Vibrant Clean61053727



Colgate® Optic White® Professional Teeth Whitening Serum

Refill Serum61049953

Prices listed are per unit. * When used as directed.

Home Fluorides

Patented, fast-release gel formula for patients at high risk of caries (Rx Only)

Booster Plus



PreviDent® 5000ppm Booster Plus toothpaste
(1.1% Sodium Fluoride)
Contains Tri-calcium Phosphate

Overview
Remineralize and reverses early root caries

Flavor
Spearmint and Fruitastic

Kids



PreviDent® 5000ppm Kids toothpaste
(1.1% Sodium Fluoride)
Contains Tri-calcium Phosphate

Delicious fruity flavor to encourage kids to brush

Fruitilicious

Orthodontics



PreviDent® 5000ppm Ortho Defense toothpaste
(1.1% Sodium Fluoride)
Contains Tri-calcium Phosphate

Prevent cavities and white spots* around orthodontic appliances

Mild Mint

Enamel



PreviDent® 5000ppm Enamel Protect toothpaste
(1.1% Sodium Fluoride)
Contains 5% Potassium Nitrate

Overview
Protect from enamel erosion and reduce sensitivity

Flavor
Mint

Sensitivity



PreviDent® 5000ppm Sensitive toothpaste
(1.1% Sodium Fluoride)
Contains 5% Potassium Nitrate

Relieve sensitivity caused by acidic foods and drinks

Mild Mint

Dry Mouth



PreviDent® 5000ppm Dry Mouth toothpaste
(1.1% Sodium Fluoride)
SLS free formula

Soothe and coat the mouth with an SLS-free formula

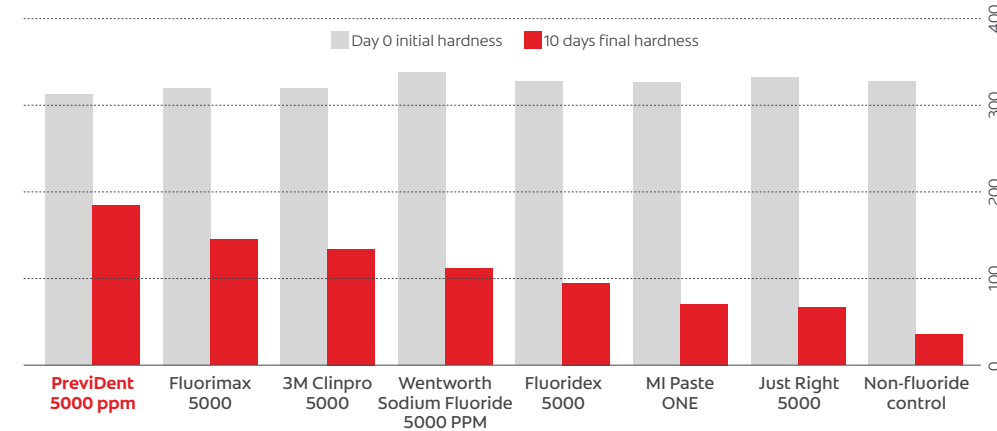
Soothing Mint

- Colgate® PreviDent® 5000ppm 3.4 oz (100 mL)
- Booster Plus - SpearmintUS05326A
- Booster Plus - Fruitastic.....US05324A
- Kids.....61036501
- Ortho Defense.....US05744A
- Enamel Protect.....US05323A
- Sensitive.....US05327A
- Dry Mouth.....US05321A

Significantly more enamel hardness compared to professional home fluoride competitors*

PreviDent® 5000 ppm toothpaste increased enamel resistance to acid attacks by 71%, compared to professional home fluoride competitors*

Enamel Surface Hardness Results After Acidic Challenges

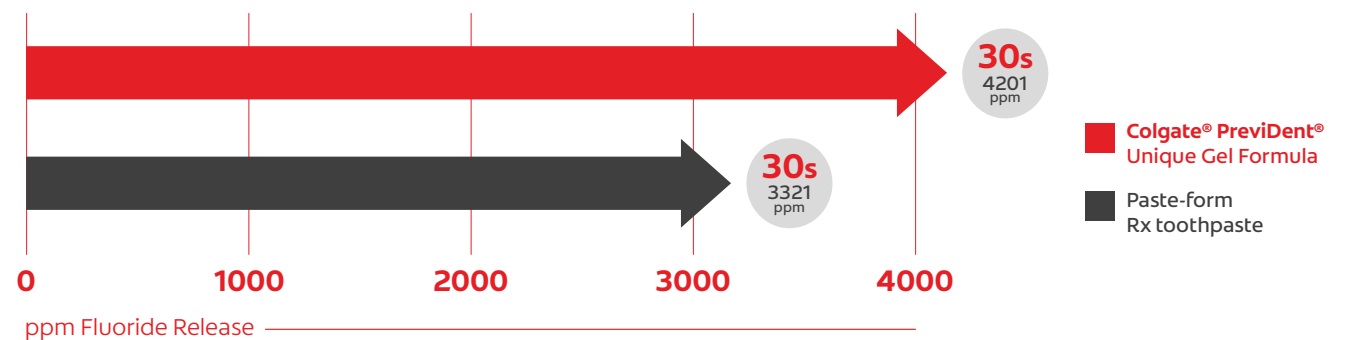


Higher enamel protection
65% Enamel hardness maintained by PreviDent 5000 ppm after acidic challenges*

Study summary: Sound human molars specimens were subjected to an aggressive 6-hour acid attack between brushing cycles, presenting a worst-case challenge as teeth were significantly demineralized more than would be found clinically between toothpaste exposures. This was designed to distinguish relative performance differences between 7 competitors. After 10 days of brushing teeth twice a day, enamel mineralization was assessed by microhardness measurements of the surface.

Faster fluoride dispersion than a paste-form Rx toothpaste¹

+26% more fluoride at 30 seconds



Study summary: Enamel fluoride uptake was assessed using FDA Method #40. Fluoride release was measured by adding a pre-weighed product sample to water and mixing for one minute, using an ion-specific fluoride electrode. The method simulates ADA test conditions for fluoride release in the mouth.

PreviDent® 5000 ppm Booster Plus, PreviDent® 5000 ppm Kids, PreviDent® 5000 ppm Dry Mouth, PreviDent® 5000 ppm Ortho Defense
INDICATIONS: A dental caries preventive.
IMPORTANT SAFETY INFORMATION: Contraindicated in pediatric patients under age of 6 unless recommended by a dentist or physician. Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain. See Package Insert for additional safety information.

PreviDent® 5000 ppm Enamel Protect, PreviDent® 5000 ppm Sensitive
INDICATIONS: A dental caries preventive and sensitive teeth toothpaste.
IMPORTANT SAFETY INFORMATION: Contraindicated in pediatric patients under age of 6 unless recommended by a dentist or physician. Do not swallow. Keep out of reach of children. Do not use in pediatric patients under age of 12 unless recommended by a dentist or physician. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain. See Package Insert for additional safety information.

* Based on the average performance of Fluoridex 5000 ppm, Fluorimax 5000 ppm, Clinpro 5000 ppm, MI Paste ONE, Just Right 5000 ppm and Wentworth 5000 ppm (generic) in a laboratory experiment. Applies to Colgate® PreviDent® 5000 ppm Kids (1.1% Sodium Fluoride), Colgate® PreviDent® 5000 ppm Booster (1.1% Sodium Fluoride) and Colgate® PreviDent® 5000 ppm Ortho Defense (1.1% Sodium Fluoride) variants.

References: 1. Joziaik, MT, et al. Comparison of enamel fluoride uptake and fluoride release from liquid and paste dentifrice. *J Dent Res.* 2003;82(Sp. Issue). Abstract 1355.

* early signs of weakened enamel.

Colgate®

Home Fluorides

Proven prescription fluoride therapy for patients at high risk of caries

Colgate® PreviDent® 5000 Plus

(1.1% Sodium Fluoride)
Rx only



Spearmint.....US05332A
Fruitastic™.....US05333A

1.8 oz (51 g)

Colgate® PreviDent® Gel

(1.1% Sodium Fluoride)
Rx only



Fresh Mint.....US05331A
Very Berry.....US05329A

2 oz (56 g)

Colgate® PreviDent® Gel-Kam®

0.4% Stable Stannous Fluoride
Preventative Treatment Gel



Mint.....733022
Fruit & Berry.....733021

4.3 oz (122 g)

Colgate® PreviDent® 5000 ppm is the
#1 dentist and hygienist recommended
prescription-strength fluoride toothpaste*

Colgate®
PreviDent®

gives every patient the **protection they need**, when they need it.

INDICATIONS STATEMENT: PreviDent® 5000 Plus and PreviDent® Gel: A dental caries preventive.

IMPORTANT SAFETY INFORMATION: PreviDent® 5000 Plus and PreviDent® Gel Toothpastes: Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain. See Package Insert for additional safety information.

* Based on the Ipsos US Market Professional Advocacy Brand Advocacy Tracker (Dec 2024) with 500 U.S. dentists and hygienists.

In-Office Fluorides

One-step fluoride treatment to help improve patient compliance

Colgate® PreviDent® Varnish

5% Sodium Fluoride (Rx only)

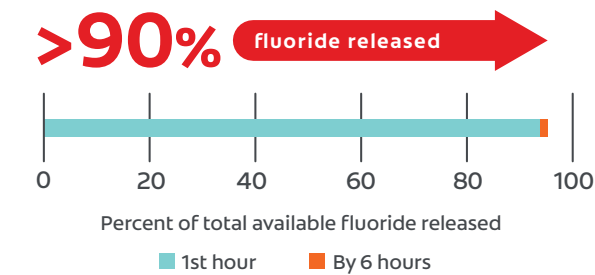


Raspberry.....733098
Mint.....733096
Grape.....733093
Caramel Sundae.....US05089A

50/box

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.^{*,**}



Reported by the ADA Professional Products Review

Colgate® PreviDent® Varnish released **almost all** of its available fluoride in 1 hour¹

Designed to help you provide the **ultimate protection** to patients in the office



- ✓ Penetrates enamel
- ✓ Protects teeth
- ✓ Easy to apply

INDICATIONS STATEMENT: For the treatment of dentin hypersensitivity.


IMPORTANT SAFETY INFORMATION: PreviDent® Varnish is contraindicated in patients with ulcerative gingivitis, stomatitis, or who have an allergy to colophony and/or rosin. Edematous swellings and nausea have been reported in rare instances in some fluoride varnish products, especially after application to extensive surfaces. Dyspnea, although rare, has occurred in asthmatic children. Discontinue use if signs of allergic reaction occur such as dermatitis or a rash. See Instructions for Use for additional safety information.

* Data on file, Colgate-Palmolive, 2012. ** Vanish is a trademark of 3M.

References: 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 Periodontol 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.

Mouthwash & Oral Rinses

Choose from a range of therapeutic solutions



Active Prevention

Colgate Total® Active Prevention Mouthwash
Antigingivitis/Antiplaque Mouthwash

Active Ingredient
Cetylpyridinium Chloride 0.075%


Benefits

- Kills 99.9% of bacteria that cause plaque and gingivitis
- Provides 24 hour protection[§] against germs - even after eating and drinking - without the burn of alcohol*
- Fights the root cause[†] of: Plaque, Gingivitis, Tartar buildup

Colgate Total® Active Prevention Mouthwash

58 mL (24/box) 61046783
1 L (6/box) 61052199

Each 1 L bottle comes with a pump



Orthodontic Anti-cavity Rinse


Colgate® Phos-Flur® Ortho Defense Rinse
Anticavity Fluoride Rinse

0.04% Sodium Fluoride

- Ideal protection while wearing braces
- Safe for adults and children 6 years of age and older
- This anti-cavity rinse helps reduce the appearance of white spots*** by strengthening teeth
- Send every orthodontic patient home with Phos-Flur® Rinse for cavity prevention

Colgate® Phos-Flur® Ortho Defense Rinse

Mint (16.9 oz, 6/box) US05125A
Gushing Grape (16.9 oz, 6/box) US05074A



Antiseptic Rinse


Colgate® Peroxyl® Mouth Sore Rinse
Oral Debriding Agent/Oral Wound Cleanser and Antiseptic Rinse

Hydrogen Peroxide 1.5%

- Cleanses and promotes healing of minor oral wounds (oral sores, irritations, mouth burns)
- Ready to use, antiseptic solution helps lower bioburden when conducting procedures
- Powered by 1.5% hydrogen peroxide, this alcohol-free** rinse soothes minor gum inflammation from dental procedures, dentures, and orthodontic appliances

Colgate® Peroxyl® Rinse

16.9 oz 732029
32 oz US07381A
10 mL (50/box) 732015



Anti-cavity


Colgate® PreviDent® Rinse (0.2% Neutral Sodium Fluoride) Rx only
Maximum Strength Dental Caries Preventive

0.2% Neutral Sodium Fluoride

- Clinically-proven formula provides up to 57% reduction in caries with weekly use
- Ideal for at-risk caries patients including those who have difficulty brushing
- Easy-to-use dose cap for routine weekly use

Colgate® PreviDent® Rinse

16 oz US05313A



Gingivitis

Colgate® PerioGard® (Chlorhexidine Gluconate Oral Rinse USP, 0.12%) Rx only
Anti-microbial Rinse to Treat Inflamed Gums

0.12% Chlorhexidine Gluconate

- Helps to reduce inflammation and bleeding gums due to gingivitis
- Reduces certain aerobic and anaerobic bacteria counts from 54-97% through six months' clinical use
- Treat gingivitis without the burn of alcohol with the best antibacterial results available in dentistry today

Colgate® PerioGard® Oral Rinse

16 oz US06536A

Colgate® PreviDent® Rinse:
Please read and follow the label warnings and directions.
INDICATIONS: A dental caries preventive.
IMPORTANT SAFETY INFORMATION: PreviDent® Dental Rinse is contraindicated in patients with dysphagia, and for pediatric patients under age 6 unless recommended by a dentist or physician. Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea and abdominal pain. See Package Insert for additional safety information.

Colgate® PerioGard® Oral Rinse:
INDICATIONS STATEMENT: PerioGard® (Chlorhexidine Gluconate Oral Rinse USP, 0.12%) is indicated for use between dental visits as part of a professional program for the treatment of gingivitis as characterized by redness and swelling of the gingivae, including gingival bleeding upon probing. PerioGard® has not been tested among patients with acute necrotizing ulcerative gingivitis (ANUG). For patients having coexisting gingivitis and periodontitis, see PRECAUTIONS.
IMPORTANT SAFETY INFORMATION: PerioGard® should not be used by persons who are known to be hypersensitive to chlorhexidine gluconate or other ingredients. Anaphylaxis, as well as serious allergic reactions, have been reported following use of dental products containing chlorhexidine. Common side effects associated with use of PerioGard® include: oral irritation, discoloration/staining of teeth or oral surfaces, and oral inflammation. Clinical safety of PerioGard® has not been established in children under the age of 18. See full Package Insert for additional safety information.

[§] With twice daily use. * Does not contain ethanol. ** Does not contain ethyl alcohol. *** Early signs of weakened enamel. [†] Caused by bacteria. [†] No mix and match on sizes and flavors.