

NEW
Breakthrough Technology

Introducing **next generation technology** to help patients achieve Whole Mouth Health*¹

NEW



New Colgate Total[®] with Dual-Zinc + Arginine

Superior **proactive protection***¹ of teeth, tongue, cheeks and gums.

*Statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks and gums with Colgate Total[®] vs non-antibacterial fluoride toothpaste at 4 weeks, 12 hours after brushing. Reference: 1. Prasad K, et al. J Clin Dent 2018;29 (Spec Iss A):A25-32.



Ordinary fluoride toothpastes[†] limit outcomes by only providing fluoride protection to **20% of the mouth**

They do not fight bacteria. **Immediately** after brushing, bacteria quickly repopulate plaque biofilms on 100% of mouth surfaces:

Hard tissue (20%) – Teeth
Soft tissue (80%) – Tongue, cheeks, gums



Introducing New Colgate Total[®] with **Dual-Zinc + Arginine**

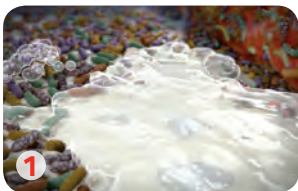
Achieve Whole Mouth Health
by fighting bacteria on
100% of mouth surfaces teeth,
tongue, cheeks and gums^{*1}

Reinvented to proactively work with the biology and chemistry of the mouth.

**Zinc Citrate + Zinc
Oxide** proactively
fights **against bacteria**

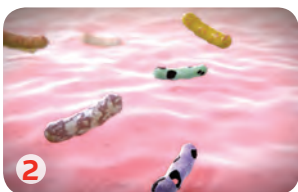
Dual-Zinc + Arginine

Arginine works to enhance
its delivery so that your whole
mouth – **teeth, tongue,
cheeks** and **gums**, get the
benefits of the enhanced
protection



Next generation technology works in two ways:

Weakens to kill bacteria in plaque biofilms and saliva by binding to them and interfering with their metabolism of nutrients, which is vital for survival and growth.



Fortifies the soft tissue's natural defense by **building a protective barrier** on the whole mouth.

This helps shield soft and hard tissue against bacterial attachment and regrowth, **preventing bacterial reservoirs from forming**.



Now, you can recommend **next generation technology**

Over 25 years of research and development



Uniqueness of **Dual-Zinc + Arginine** Technology

- Over 50 patents granted and over 100 patents pending globally
- Includes dozens of laboratory studies, 20 clinical studies, and also consumer studies with new formula. Evaluated among 5000 people.
- Laboratory studies demonstrate that the **New Colgate Total®** formulation with **Dual-Zinc + Arginine** improves zinc delivery, penetration and retention in bacterial biofilms.³

New Colgate Total® demonstrated superior reduction of bacteria to help patients achieve Whole Mouth Health*¹

Saliva

41.4%*
Bacterial reduction

Teeth

38.3%*
Bacterial reduction

Tongue

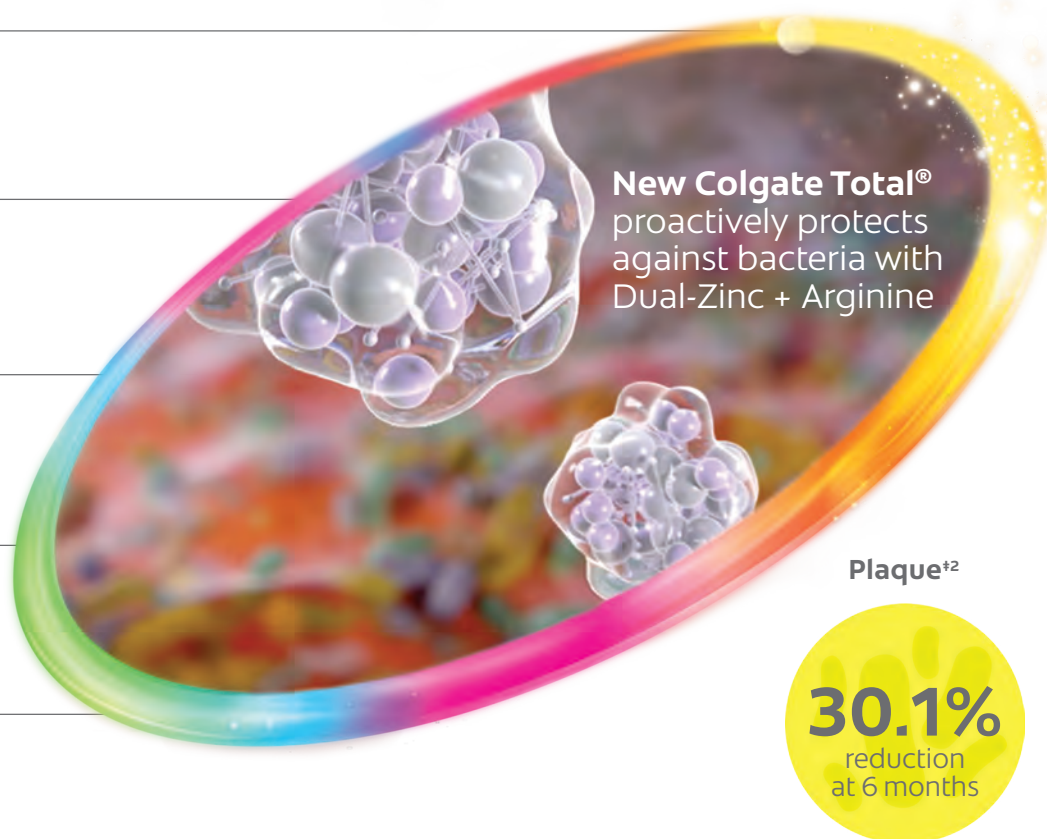
39.7%*
Bacterial reduction

Cheeks

35.4%*
Bacterial reduction

Gums

25.9%*
Bacterial reduction

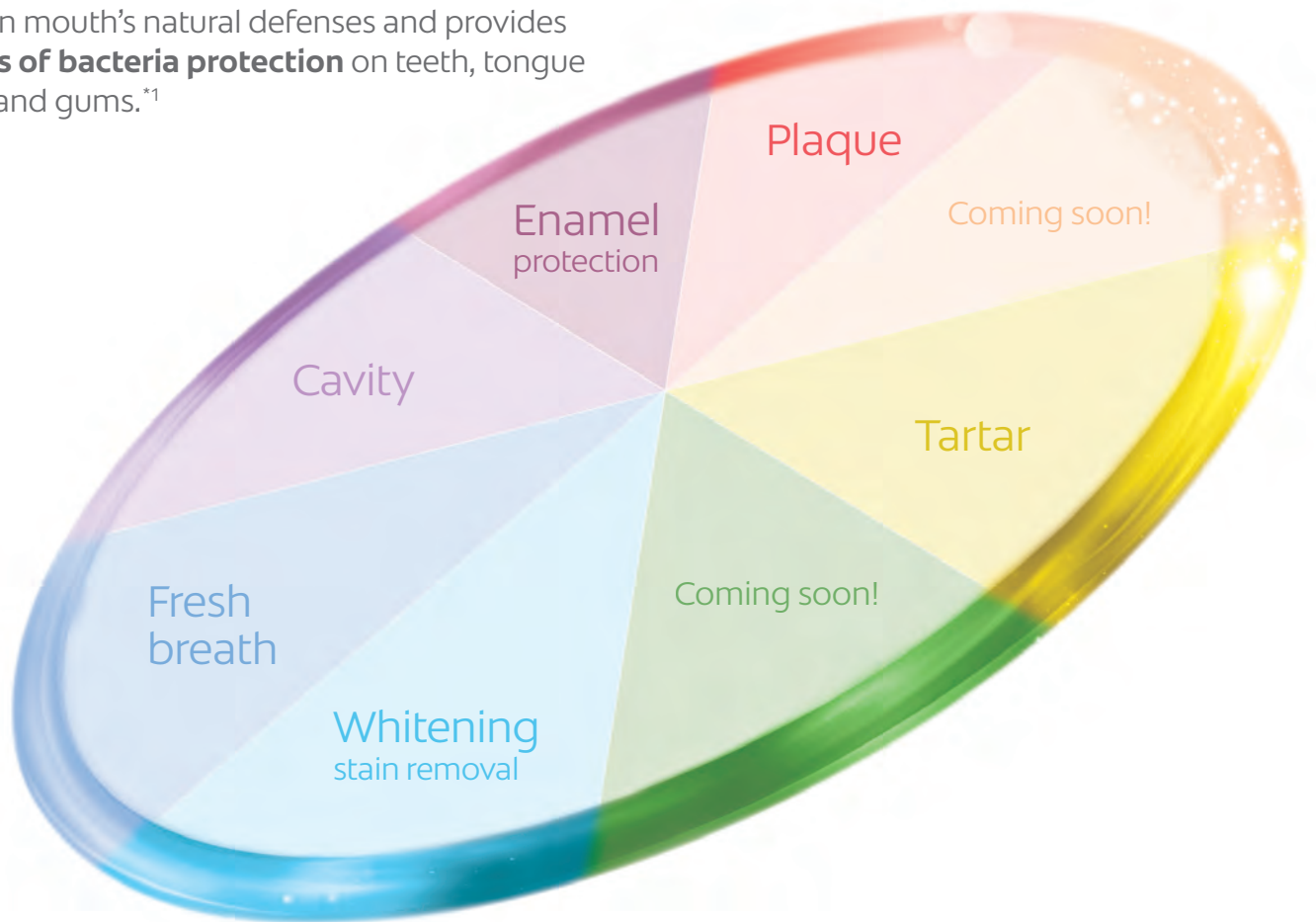


†Defined as standard fluoride non-antibacterial toothpastes. *Statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks and gums with Colgate Total® vs standard non-antibacterial fluoride toothpaste at 4 weeks, 12 hours after brushing. ‡p<0.001 vs standard non-antibacterial fluoride toothpaste.
References: 1. Prasad K, et al. 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. Manus L, et al. J Clin Dent 2018;29 (Spec Iss A):A10-19.

What you say can make a real difference

New Colgate Total® with **Dual-Zinc + Arginine** delivers comprehensive benefits for the whole mouth.⁴

Builds on mouth's natural defenses and provides **12 hours of bacteria protection** on teeth, tongue cheeks and gums.*¹



Recommend **New Colgate Total®**

For better health outcomes^{‡2}, advise your patients about **New Colgate Total®** with **Dual-Zinc + Arginine**



Get 12 hours of protection*¹



*Statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks and gums with Colgate Total® vs standard fluoride toothpaste at 4 weeks, 12 hours after brushing. References: 1. Prasad K, et al. 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. 4. Clinical and laboratory data on file. †Significant reductions in plaque at 6 months vs non-antibacterial fluoride toothpaste; p<0.001.

