

THE ONLY TOOTHPASTE ACCEPTED BY THE A.D.A. FOR PROTECTION AGAINST PLAQUE, CAVITIES AND GINGIVITIS.

Who knows better than the American Dental Association? And for the first time in its history, the A.D.A. granted the Seal of Acceptance to a toothpaste that provides long-lasting protection against cavities, plaque and even gingivitis. The recipient of this honor? New Colgate Total[®], the first toothpaste that works between brushings to fight cavities, tartar, bad breath, plaque and gingivitis all day long. Which is why we think millions of people who care about their teeth will be giving it their seal of acceptance, too.



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THE BRUSHING THAT WORKS BETWEEN BRUSHINGS.™