Colgate Total® provides protection* to 100% of the mouth’s surfaces

*In addition to fluoride for cavity protection, Colgate Total® provides 12-hour antibacterial protection for teeth, tongue, cheeks, and gums.

†Defined as non-antibacterial fluoride toothpaste.


Colgate Total® provides protection* to 100% of the mouth’s surfaces

- Regular toothpastes† only protect the hard tissue, which is 20% of the mouth
- The remaining 80% of the mouth is the tongue, cheeks, and gums, which can provide a bacteria reservoir for plaque biofilm recolonization

WHY SETTLE FOR 20% WHEN YOU CAN OFFER PATIENTS PROTECTION TO 100% OF THE MOUTH’S SURFACES?

For further information, visit www.colgateprofessional.co.uk