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(71) Applicant *(for all designated States except US)*: **COLGATE-PALMOLIVE COMPANY** [US/US]; 300 Park Avenue, New York, New York 10022 (US).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **FISHER, Steven** [US/US]; 321 Decatur Avenue, Middlesex, New Jersey 08846 (US). **ZAIDEL, Lynette** [US/US]; 510 Cranford Avenue, Cranford, New Jersey 07016 (US). **PRENCIPE, Michael** [US/US]; 39 Spruce Street, Princeton Junction, New Jersey 08550 (US).

(74) Agent: **TRAUT, Donald L.**; Colgate-Palmolive Company, Patent Department, 909 River Road, Piscataway, New Jersey 08855 (US).

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(54) Title: LOW WATER METAL ION DENTIFRICE

(57) Abstract: A dentifrice composition having a low water phase comprising effective amounts of polyphosphate and ionic active ingredients. The composition comprises a source of metal ions, an inorganic phosphate salt having four or more phosphorus atoms and a cross -linked polyvinylpyrrolidone thickening agent in a single phase. Preferred metal ions are stannous, copper and zinc, in particular from zinc citrate and stannous fluoride.