

**CREST BLUE BUBBLE GUM- sodium fluoride paste, dentifrice**  
**Procter & Gamble Manufacturing Company**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Crest®**  
**Blue Bubble Gum**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243% (0.15% w/v fluoride ion)

**Purpose**

Anticavity toothpaste

**Use**

helps protect against cavities

**Warnings**

**Keep out of reach of children under 6 yrs of age.** If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Directions**

- adults and children 2 yrs. & older: brush teeth thoroughly after meals or at least twice a day or use as directed by a dentist
- do not swallow
- to minimize swallowing use a pea-sized amount in children under 6
- supervise children's brushing until good habits are established
- children under 2 yrs.: ask a dentist

**Inactive ingredients**

sorbitol, water, hydrated silica, sodium lauryl sulfate, trisodium phosphate, flavor, sodium phosphate, cellulose gum, carbomer, sodium saccharin, blue 1

***Questions?***

1-800-492-7378

Dist. by Procter & Gamble,  
Cincinnati, OH 45202

**PRINCIPAL DISPLAY PANEL - 119 g pump label**

FIGHTS CAVITIES

**Crest®**

FLUORIDE ANTICAVITY TOOTHPASTE

BLUE BUBBLE GUM

**STAR**

**WARS™**

GENTLE ON ENAMEL

STRENGTHENS ENAMEL

NET WT 4.2 OZ (119 g)



## CREST BLUE BUBBLE GUM

sodium fluoride paste, dentifrice

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-495
Route of Administration	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
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