

CREST COMPLETE MULTI-BENEFIT WHITENING PLUS BAKING SODA AND PEROXIDE WITH TARTAR PROTECTION- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest[®] Complete
Whitening + Baking Soda & Peroxide
With Tartar Protection

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.16% 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

glycerin, hydrated silica, water, propylene glycol, sodium bicarbonate, tetrasodium pyrophosphate, sorbitol, PEG-12, flavor, sodium hydroxide, sodium lauryl sulfate, sodium saccharin, poloxamer 407, xanthan gum, cellulose gum, calcium peroxide, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 164 g Tube Carton

SUGAR SHIELD | STRENGTHENS AREAS WEAKENED BY SUGAR

Crest®
complete
MULTI-BENEFIT™

NET WT 5.8 OZ (164 g) FLUORIDE TOOTHPASTE

WHITENING+

BAKING SODA

& PEROXIDE

WITH TARTAR PROTECTION



CREST COMPLETE MULTI-BENEFIT WHITENING PLUS BAKING SODA AND PEROXIDE WITH TARTAR PROTECTION

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-401
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.6 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
SODIUM BICARBONATE (UNII: 8MDF5V39QO)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
CALCIUM PEROXIDE (UNII: 7FRO2ENO91)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
POLOXAMER 407 (UNII: TUF2IVW3M2)	
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
GLYCERIN (UNII: PDC6A3C0OX)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	PEPPERMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-401-58	1 in 1 CARTON	01/23/2018	
1		164 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-401-02	2 in 1 CELLO PACK	01/23/2018	06/20/2019
2		1 in 1 CARTON		
2		164 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-401-76	1 in 1 CARTON	01/23/2018	
3		215 g in 1 TUBE; Type 0: Not a Combination Product		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	01/23/2018	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

The Procter & Gamble Manufacturing Company