

CREST GUM DETOXIFY PLUS WHITENING- stannous fluoride
The Procter & Gamble Manufacturing Company

Crest® Gum Detoxify + Whitening™

Drug Facts

Active ingredient

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Purposes

Anticavity, antigingivitis toothpaste

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with the harmful effects of plaque associated with gingivitis
- helps control plaque bacteria that contribute to the development of gingivitis

Warning

Keep out of reach of children under 12 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 12 yrs. of age and older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
 - do not swallow
- children under 12 yrs. of age: ask a dentist

Other information

- products containing stannous fluoride may produce surface staining of the teeth
- adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist
- see your dentist regularly

Inactive ingredients

glycerin, hydrated silica, water, zinc lactate, sodium lauryl sulfate, trisodium phosphate, flavor, sodium gluconate, sodium saccharin, xanthan gum, cellulose gum, sodium hydroxide, polyethylene, mica, titanium dioxide, blue 1

Questions?

(800) 492-7378

Dist. by Procter & Gamble,
Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - Kit Carton

CLINICALLY PROVEN RESULTS IN ONE WEEK

Crest®
GUM DETOXYFY

+ WHITENING™

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND
ANTINGIVITIS/WHITENING GEL

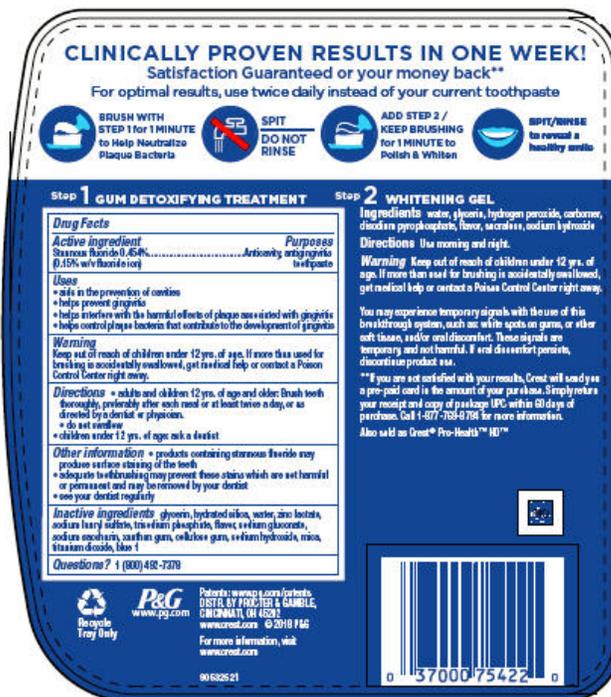
STEP 1

6X Gum health
Improvement in one week*
*gingivitis improvement vs. ordinary toothpaste

STEP 2

Whiter teeth
in 1 week**
**improvement vs. ordinary toothpaste

1 TUBE NET WT 4.0 OZ (113 g) & 1 TUBE NET WT 2.3 OZ (65 g)



CREST GUM DETOXYFY PLUS WHITENING

stannous fluoride kit

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-489
---------------------	----------------	---------------------------	---------------

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-489-01	1 in 1 CARTON; Type 1: Convenience Kit of Co-Package	01/01/2018	

Quantity of Parts

Part #	Package Quantity	Total Product Quantity
Part 1	1 TUBE	113 g
Part 2	1 TUBE	65 g

Part 1 of 2

CREST GUM DETOXIFYING TREATMENT

stannous fluoride paste, dentifrice

Product Information

Route of Administration	DENTAL
--------------------------------	--------

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
ZINC LACTATE (UNII: 2GXR25858Y)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
GLYCERIN (UNII: PDC6A3C0OX)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	WINTERGREEN	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1		113 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	01/01/2018	

Part 2 of 2

CREST WHITENING GEL

other oral hygiene products gel, dentifrice

Product Information

Route of Administration	DENTAL
--------------------------------	--------

Other Ingredients

Ingredient Kind	Ingredient Name	Quantity
INGR	WATER (UNII: 059QF0KO0R)	
INGR	GLYCERIN (UNII: PDC6A3C0OX)	
INGR	HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
INGR	SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
INGR	SUCRALOSE (UNII: 96K6UQ3ZD4)	
INGR	SODIUM HYDROXIDE (UNII: 55X04QC32I)	
INGR	CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)	

Packaging

#	Item	Package Description	Marketing Start	Marketing End
---	------	---------------------	-----------------	---------------

#	Code	Package Description	Date	Date
1		65 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
Cosmetic		01/01/2018	

Marketing Information

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

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

The Procter & Gamble Manufacturing Company