

CREST PREMIUM PLUS SENSITIVITY ACTIVE FOAM- sodium fluoride and potassium nitrate paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Premium Plus Sensitivity Active Foam + Whitening

Drug Facts

<i>Active ingredients</i>	<i>Purpose</i>
Potassium nitrate 5%	Toothpaste for sensitive teeth
Sodium fluoride 0.243% (0.14% w/v fluoride ion)	Toothpaste for cavity prevention

Uses

- when used regularly, builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- aids in the prevention of cavities

Warnings

When using this product do not use longer than four weeks unless recommended by a dentist.

Stop use and ask a dentist if problem lasts or gets worse. Sensitive teeth may indicate a serious problem that may need prompt care.

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

Directions

- do not swallow
- 12 yrs. & older: Apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.
- do not use in children under 12 yrs.

Inactive ingredients

water, hydrated silica, glycerin, sorbitol, sodium lauryl sulfate, trisodium phosphate, flavor, cellulose gum, alcohol (0.7%), sodium saccharin, xanthan gum, polysorbate 80, sodium benzoate, cetylpyridinium chloride, benzoic acid, titanium dioxide, blue 1

Questions?

1-800-492-7378

DENTAL

Active Ingredient/Active Moiety		
Ingredient Name	Basis of Strength	Strength
POTASSIUM NITRATE (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844)	POTASSIUM NITRATE	50 mg in 1 g
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g

Inactive Ingredients	
Ingredient Name	Strength
CETYLPIRIDINIUM CHLORIDE (UNII: D9OM4SK49P)	
BENZOIC ACID (UNII: 8SKN0B0MIM)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZ03QZ)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITOL (UNII: 506T60A25R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
ALCOHOL (UNII: 3K9958V90M)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	

Product Characteristics			
Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-995-70	1 in 1 CARTON	01/07/2021	
1		198 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-995-52	1 in 1 CARTON	01/07/2021	
2		147 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-995-60	1 in 1 CARTON	01/07/2021	
3		170 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	01/07/2021	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 4/2024

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