

**CREST 3D WHITE ADVANCED CHARCOAL- sodium fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest 3D White Advanced Charcoal**

***Drug Facts***

**Active ingredient**

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

**Purpose**

Anticavity toothpaste

**Use**

helps protect against cavities

**Warning**

**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**

water, sorbitol, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, sodium hydroxide, flavor, cellulose gum, sodium saccharin, carbomer, charcoal powder, polysorbate 80, mica, titanium dioxide

**Questions?**

**1-800-492-7378**

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202

## PRINCIPAL DISPLAY PANEL - 76 g Tube Carton

Crest

3D White

Advanced

Charcoal

NET WT 2.7 OZ (76 g)

Fluoride Anticavity Toothpaste

Enamel Safe Whitening

Removes 90% more

Surface Stains\*

Starts Whitening After 1 Brush



**CREST 3D WHITE ADVANCED CHARCOAL**

sodium fluoride paste, dentifrice

| Product Information   |                  |  |                      |                    |
|---|------------------|--|----------------------|--------------------|
| Product Type  |                  | HUMAN OTC DRUG                                     | Item Code (Source)   |                    |
| Route of Administration   |                  | DENTAL   | NDC:69423-767        |                    |
|   |                  |  |                      |                    |
| Active Ingredient/Active Moiety                                     |                  |  |                      |                    |
| Ingredient Name   |                  |  | Basis of Strength    | Strength           |
| SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) |                  |  | FLUORIDE ION         | 1.5 mg in 1 g      |
|   |                  |  |                      |                    |
| Inactive Ingredients  |                  |  |                      |                    |
| Ingredient Name   |                  |  |                      | Strength           |
| SODIUM HYDROXIDE (UNII: 55X04QC32I)                                 |                  |  |                      |                    |
| POLYSORBATE 80 (UNII: 6OZP39ZG8H)                                   |                  |  |                      |                    |
| SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)                        |                  |  |                      |                    |
| SORBITOL (UNII: 506T60A25R)   |                  |  |                      |                    |
| CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)                    |                  |  |                      |                    |
| HYDRATED SILICA (UNII: Y6O7T4G8P9)                                  |                  |  |                      |                    |
| WATER (UNII: 059QF0KO0R)  |                  |  |                      |                    |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J)                            |                  |  |                      |                    |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY)                                 |                  |  |                      |                    |
| MICA (UNII: V8A1AW0880)   |                  |  |                      |                    |
| TITANIUM DIOXIDE (UNII: 15FIX9V2JP)                                 |                  |  |                      |                    |
| CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)                             |                  |  |                      |                    |
| ACTIVATED CHARCOAL (UNII: 2P3VMU3H10)                               |                  |  |                      |                    |
|   |                  |  |                      |                    |
| Product Characteristics   |                  |  |                      |                    |
| Color   |                  | black  | Score                |                    |
| Shape   |                  |  | Size                 |                    |
| Flavor  |                  | MINT   | Imprint Code         |                    |
| Contains  |                  |  |                      |                    |
|   |                  |  |                      |                    |
| Packaging   |                  |  |                      |                    |
| #   | Item Code        | Package Description                                | Marketing Start Date | Marketing End Date |
| 1   | NDC:69423-767-28 | 2 in 1 CELLO PACK                                  | 02/17/2023           |                    |
| 1   |                  | 1 in 1 CARTON                                      |                      |                    |
| 1   |                  | 76 g in 1 TUBE; Type 0: Not a Combination Product  |                      |                    |
| 2   | NDC:69423-767-38 | 1 in 1 CARTON                                      | 02/17/2023           |                    |
| 2   |                  | 107 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |
| 3   | NDC:69423-767-76 | 2 in 1 CARTON                                      | 02/17/2023           |                    |
| 3   |                  | 107 g in 1 TUBE; Type 0: Not a Combination         |                      |                    |

|   |                  |  |            |            |
|---|------------------|--|------------|------------|
| 3 |                  | Product  |            |            |
| 4 | NDC:69423-767-27 | 1 in 1 CARTON                                      | 02/17/2023 |            |
| 4 |                  | 76 g in 1 TUBE; Type 0: Not a Combination Product  |            |            |
| 5 | NDC:69423-767-29 | 3 in 1 CELLO PACK                                  | 02/17/2023 | 07/19/2023 |
| 5 |                  | 1 in 1 CARTON                                      |            |            |
| 5 |                  | 76 g in 1 TUBE; Type 0: Not a Combination Product  |            |            |
| 6 | NDC:69423-767-39 | 3 in 1 CELLO PACK                                  | 02/17/2023 |            |
| 6 |                  | 1 in 1 CARTON                                      |            |            |
| 6 |                  | 107 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                                     | 02/17/2023           |                    |

**Labeler** - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

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