

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

Crest® Baking Soda & Peroxide

Whitening 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

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

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

Dist. by Procter & Gamble, Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

New Formula with 2X Peroxide

Crest Plus

Baking Soda & Peroxide

Whitening

With Tartar Protection

Fresh Mint

Net Wt 4.2 OZ (119g)



CREST PLUS BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-814
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
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
SODIUM BICARBONATE (UNII: 8MDF5V39QO)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SORBITOL (UNII: 506T60A25R)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
POLOXAMER 407 (UNII: TUF2IWW3M2)	
XANTHAN GUM (UNII: TTV12P4NEE)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
CALCIUM PEROXIDE (UNII: 7FRO2ENO91)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

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

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-814-24	1 in 1 CARTON	11/13/2023	
1		68 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-814-42	1 in 1 CARTON	11/13/2023	
2		119 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-814-57	1 in 1 CARTON	11/13/2023	
3		161 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:69423-814-82	1 in 1 CARTON	11/13/2023	
4		232 g in 1 TUBE; Type 0: Not a Combination Product		

5	NDC:69423-814-11	2 in 1 CELLO PACK	11/13/2023	
5		161 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	11/13/2023	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

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