

**KIDS CREST BUBBLEGUM FLAVOR- sodium fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Kid's Crest**

**Bubblegum Flavor**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243%

(0.15% 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**

- twist off cap to remove foil seal
- 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**

sorbitol, water, hydrated silica, sodium lauryl sulfate, trisodium phosphate, cellulose gum, flavor, sodium phosphate, sodium saccharin, carbomer, red 28

**Questions?**

**1-866-492-7378**

MADE IN MEXICO

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202

**PRINCIPAL DISPLAY PANEL - 119 g Tube Label**

***KID'S  
Crest***

FLUORIDE ANTICAVITY TOOTHPASTE

CAVITY PROTECTION

FIGHTS CAVITIES

GENTLE ON TOOTH ENAMEL

BUBBLEGUM FLAVOR

**NET WT 4.2 OZ (119 g)**



**KID'S Crest BUBBLEGUM**

<b>Drug Facts</b>	
<b>Active ingredient</b>	<b>Purpose</b>
Sodium fluoride 0.243% (0.15% w/v fluoride ion)	Anticavity toothpaste
<b>Use</b> helps protect against cavities	
<b>Warning</b> 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.	
<b>Directions</b> • twist off cap to remove foil seal • 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	
<b>Inactive ingredients</b> sorbitol, water, hydrated silica, sodium lauryl sulfate, trisodium phosphate, cellulose gum, flavor, sodium phosphate, sodium saccharin, carbomer, red 28	
<b>Questions?</b> 1-800-492-7378	

DO NOT USE IF INNER FOIL IS TORN, CUT OR MISSING.  
Also sold as Crest Pro-Health Stages Bubblegum Flavor.

MADE IN MEXICO  
DISTR. BY  
PROCTER & GAMBLE,  
CINCINNATI, OH 45202  
www.crest.com  
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96502548

## KIDS CREST BUBBLEGUM FLAVOR

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-839
<b>Route of Administration</b>	DENTAL		

## Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM</b> (UNII: K679OBS311)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>D&amp;C RED NO. 28</b> (UNII: 767IP0Y5NH)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZO3QZ)	
<b>SODIUM PHOSPHATE</b> (UNII: SE337SVY37)	
<b>CARBOXYPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	

## Product Characteristics

<b>Color</b>	pink (with sparkles)	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	BUBBLE GUM	<b>Imprint Code</b>	
<b>Contains</b>			

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-839-01	119 g in 1 TUBE; Type 0: Not a Combination Product	04/01/2011	
2	NDC:37000-839-22	1 in 1 CARTON	04/01/2011	
2		62 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	04/01/2011	

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