

CREST 3DWHITE WHITENING THERAPY SENSITIVITY CARE- potassium nitrate, sodium fluoride paste, dentifrice

The Procter & Gamble Manufacturing Company

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

**Crest® 3DWHITE™
Whitening Therapy
Sensitivity Care**

Drug Facts

Active ingredient

Potassium Nitrate 5%

Sodium fluoride 0.243% (0.14% w/v fluoride ion)

Purposes

Toothpaste for sensitive teeth

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 longer 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, trisodium phosphate, sodium lauryl sulfate, flavor, cellulose gum, alcohol (0.7%), polysorbate 80, sodium saccharin, sodium benzoate, cetylpyridinium Chloride, benzoic acid, xanthan gum, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 116 g Tube Carton

Crest®

3D WHITE™

TOOTHPASTE FOR SENSITIVE

TEETH AND CAVITY PREVENTION

WHITENING

THERAPY

SENSITIVITY CARE

NET WT 4.1 OZ (116g)



CREST 3DWHITE WHITENING THERAPY SENSITIVITY CARE

potassium nitrate, sodium fluoride paste, dentifrice

Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-456
Route of Administration	DENTAL		

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

Inactive Ingredients	
Ingredient Name	Strength
ALCOHOL (UNII: 3K9958V90M)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
CETYLPIRIDINIUM CHLORIDE (UNII: D9OM4SK49P)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
BENZOIC ACID (UNII: 8SKN0B0MIM)	

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

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-456-41	1 in 1 CARTON	07/12/2017	
1		116 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 not final	part356	07/12/2017	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

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