

**CREST GUM DETOXIFY- stannous 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.*

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**Crest®**  
**Gum Detoxify®**

**Drug Facts**

Active ingredient

Stannous fluoride 0.454%

(0.14% w/v fluoride ion)

**Purposes**

Anticavity, antigingivitis toothpaste

**Uses**

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with the harmful effects of plaque associated with gingivitis
- helps control plaque bacteria that contribute to the development of gingivitis

**Warning**

**Keep out of reach of children under 12 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 12 yrs. of age and older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
- do not swallow
- children under 12 yrs. of age: ask a dentist

**Other information**

- products containing stannous fluoride may produce surface staining of the teeth
- adequate toothbrushing may prevent these stains which are not harmful or permanent and may be

removed by your dentist

- this Crest is specially formulated to help prevent staining
- see your dentist regularly

### **Inactive ingredients**

water, sorbitol, hydrated silica, sodium lauryl sulfate, carrageenan, sodium gluconate, flavor, xanthan gum, zinc citrate, stannous chloride, sodium saccharin, sodium hydroxide, sucralose, titanium dioxide

### **Questions?**

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

### **Principal Display Panel - 24 g tube in carton**

**Crest®**

**Gum**

Detoxify®

FLUORIDE TOOTHPASTE FOR  
ANTICAVITY AND ANTIGINGIVITIS

Neutralizes plaque bacteria,  
even around the gum line

DEEP CLEAN

NET WT 0.85 OZ (24 g)



## CREST GUM DETOXYFY

stannous fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-481
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
SUCRALOSE (UNII: 96K6UQ3ZD4)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
XANTHAN GUM (UNII: TTV12P4NEE)	

<b>ZINC CITRATE</b> (UNII: K72I3DEX9B)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

### Product Characteristics

<b>Color</b>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	SPEARMINT	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-481-01	1 in 1 CARTON	08/01/2017	
1		24 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-481-41	1 in 1 CARTON	01/29/2018	
2		116 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-481-82	2 in 1 CELLO PACK	08/01/2017	
3		1 in 1 CARTON		
3		116 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-481-28	1 in 1 CARTON	02/03/2020	
4		79 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-481-52	1 in 1 CARTON	02/03/2020	
5		147 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 final	part355	08/01/2017	

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