

# **CREST 3D WHITE BRILLIANCE DAILY CLEANSING AND WHITENING SYSTEM-stannous fluoride**

**The Procter & Gamble Manufacturing Company**

-----  
**Crest® 3D White™ Brilliance**

**Daily Cleansing and Whitening System**

## ***Drug Facts***

### **Active ingredient**

Stannous fluoride 0.454% (0.15% 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
- see your dentist regularly

### **Inactive ingredients**

glycerin, hydrated silica, water, zinc lactate, sodium lauryl sulfate, trisodium phosphate, flavor, sodium gluconate, sodium saccharin, xanthan gum, cellulose gum, sodium hydroxide, mica, titanium dioxide

## **Questions?**

**1 (800) 492-7378**

**DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202**

## **PRINCIPAL DISPLAY PANEL - Kit Carton**

***Crest*<sup>®</sup>  
3D WHITE<sup>™</sup>**

**FLUORIDE TOOTHPASTE FOR ANTICAVITY & ANTIGINGIVITIS | WHITENING GEL  
DAILY CLEANSING & WHITENING SYSTEM**

### **STEP**

**1**

**DEEP CLEANSING  
TOOTHPASTE**

### **STEP**

**2**

**WHITENING  
FINISHER**

**BRILLIANCE**

DEEP CLEANS & KEEPS YOUR SMILE UP TO  
**99% AS WHITE AS A PROFESSIONAL POLISH\***

**1 TUBE NET WT 4.0 OZ (113 g) & 1 TUBE NET WT 2.3 OZ (65 g)**

**97198780**

# 3D Crest<sup>®</sup> WHITE<sup>™</sup>

FLUORIDE TOOTHPASTE FOR ANTICAVITY & ANTIGINGIVITIS | WHITENING GEL

## DAILY CLEANSING & WHITENING SYSTEM

STEP

1

DEEP CLEANSING  
TOOTHPASTE

STEP

2

WHITENING  
FINISHER

## BRILLIANCE

DEEP CLEANS & KEEPS YOUR SMILE UP TO  
**99% AS WHITE AS A PROFESSIONAL POLISH\***

97198780

1 TUBE NET WT 4.0 OZ (113 g) & 1 TUBE NET WT 2.3 OZ (65 g)



## UPGRADE TO A 3D WHITE SMILE!

Satisfaction Guaranteed or your money back\*\*

For optimal results, use twice daily instead of your current toothpaste.



BRUSH WITH  
STEP 1 for 1 MINUTE  
to Deep Clean



SPIT  
DO NOT  
RINSE



ADD STEP 2/  
KEEP BRUSHING  
for 1 MINUTE to  
Whiten



SPIT/RINSE  
to reveal your  
3D White Smile

Step 1

**DEEP CLEANSING TOOTHPASTE****Drug Facts****Active ingredient**

Stannous fluoride 0.454%.....Anticavity, antigingivitis toothpaste (0.15% w/v fluoride ion)

**Purposes****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
- see your dentist regularly

**Inactive ingredients**

glycerin, hydrated silica, water, zinc lactate, sodium lauryl sulfate, trisodium phosphate, flavor, sodium gluconate, sodium saccharin, xanthan gum, cellulose gum, sodium hydroxide, mica, titanium dioxide

**Questions?**

1 (800) 492-7378

**P&G**

www.pg.com

Patents: [www.pg.com/patents](http://www.pg.com/patents)  
 DISTR. BY PROCTER & GAMBLE,  
 CINCINNATI, OH 45202

www.crest.com © 2015 P&amp;G

97198784

For more  
 information, visit  
[www.crest.com](http://www.crest.com)

Q & A  
 Results  
 Testimonials

Step 2

**WHITENING FINISHER**

**Ingredients** water, glycerin, hydrogen peroxide, carbomer, disodium pyrophosphate, flavor, sucralose, sodium hydroxide

**Directions** Use morning and night.

**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.

You may experience temporary signals with the use of this breakthrough system, such as: white spots on gums, or other soft tissue, and/or oral discomfort. These signals are temporary, and not harmful. If oral discomfort persists, discontinue product use.

\*with daily use. Stain assessed 4 weeks after dental cleaning.

\*\*If you are not satisfied with your results, Crest 3D White will send you a pre-paid card in the amount of your purchase. Simply return your receipt and copy of package UPC within 60 days of purchase. Call 1-800-208-0169 for more information.

Recycle  
Tray Only

0 37000 93878 1

**CREST 3D WHITE BRILLIANCE DAILY CLEANSING AND WHITENING SYSTEM**

stannous fluoride kit

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-863
---------------------	----------------	---------------------------	---------------

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-863-04	1 in 1 CARTON; Type 1: Convenience Kit of Co-Package	02/05/2015	

**Quantity of Parts**

Part #	Package Quantity	Total Product Quantity		
Part 1	1 TUBE	113 g		
Part 2	1 TUBE	65 g		
Part 1 of 2				
CREST 3D WHITE STEP 1 PURIFYING CLEANSER				
stannous fluoride paste, dentifrice				
Product Information				
Route of Administration		DENTAL		
Active Ingredient/Active Moiety				
Ingredient Name		Basis of Strength	Strength	
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)		FLUORIDE ION	1.5 mg in 1 g	
Inactive Ingredients				
Ingredient Name			Strength	
GLYCERIN (UNII: PDC6A3C00X)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
WATER (UNII: 059QF0KO0R)				
ZINC LACTATE (UNII: 2GXR25858Y)				
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
SODIUM GLUCONATE (UNII: R6Q3791S76)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
XANTHAN GUM (UNII: TTV12P4NEE)				
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)				
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
MICA (UNII: V8A1AW0880)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
Product Characteristics				
Color	white	Score		
Shape		Size		
Flavor	PEPPERMINT	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1		113 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	02/05/2015	

## Part 2 of 2

### CREST 3D WHITE STEP 2 WHITENING GEL

other oral hygiene products gel, dentifrice

## Product Information

Route of Administration	DENTAL
-------------------------	--------

## Other Ingredients

Ingredient Kind	Ingredient Name	Quantity
INGR	<b>WATER</b> (UNII: 059QF0KO0R)	
INGR	<b>GLYCERIN</b> (UNII: PDC6A3C00X)	
INGR	<b>HYDROGEN PEROXIDE</b> (UNII: BBX060AN9V)	
INGR	<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WWD9LZUD)	
INGR	<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
INGR	<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1		65 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
Cosmetic		02/05/2015	

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	02/05/2015	

Revised: 10/2023

The Procter & Gamble Manufacturing Company