

CREST 3D WHITE BRILLIANCE- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest® 3D White™

Brilliance

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, sodium hexametaphosphate, water, PEG-6, flavor, trisodium phosphate, sodium lauryl sulfate, carrageenan, cocamidopropyl betaine, sodium saccharin, PEG-20M or PEG-23M, xanthan gum, sucralose, mica, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,

CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 116 g Tube Carton

12 HR STAIN PROTECTION

Crest®

3D WHITE™

FLUORIDE ANTICAVITY TOOTHPASTE

NET WT 4.1 OZ (116 g)

OUR MOST ADVANCED

WHITENING TECHNOLOGY*

BRILLIANCE

+ ADVANCED STAIN PROTECTION

ENAMEL SAFE WHITENING **VIBRANT PEPPERMINT**



CREST 3D WHITE BRILLIANCE

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-873
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
POLYETHYLENE OXIDE 1000000 (UNII: HZ58M6D839)	
POLYETHYLENE OXIDE 900000 (UNII: 16P9295IIL)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	

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:37000-873-04	1 in 1 CARTON	07/06/2015	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-873-08	2 in 1 CELLO PACK	07/06/2015	
2		1 in 1 CARTON		
2		116 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-873-12	3 in 1 CELLO PACK	07/06/2015	

3		1 in 1 CARTON		
3		116 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-873-85	1 in 1 CARTON	07/06/2015	
4		24 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-873-36	24 g in 1 TUBE; Type 0: Not a Combination Product	07/06/2015	
6	NDC:37000-873-39	1 in 1 CARTON	01/05/2021	
6		110 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:37000-873-27	1 in 1 CARTON	01/05/2021	
7		76 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:37000-873-52	1 in 1 CARTON	02/11/2021	
8		147 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:37000-873-24	1 in 1 CARTON	07/06/2015	
9		68 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:37000-873-35	1 in 1 CARTON	07/06/2015	
10		99 g in 1 TUBE; Type 0: Not a Combination Product		
11	NDC:37000-873-93	3 in 1 CELLO PACK	07/06/2015	
11		1 in 1 CARTON		
11		110 g in 1 TUBE; Type 0: Not a Combination Product		
12	NDC:37000-873-78	1 in 1 CARTON	07/06/2015	
12		221 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	07/06/2015	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 2/2024

The Procter & Gamble Manufacturing Company