

CREST COMPLETE PLUS WHITENING DEEP CLEAN- sodium fluoride paste, dentifrice

The Procter & Gamble Manufacturing Company

**Crest[®]
complete plus
Whitening Deep Clean**

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.14% 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

- 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

water, sorbitol, hydrated silica, sodium lauryl sulfate, flavor, cellulose gum, zinc citrate, carrageenan, sodium saccharin, sodium citrate, polysorbate 80, titanium dioxide, blue 1

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,

CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 153 g Tube Carton

Crest® plus
complete

NET WT 5.4 OZ (153 g)

FLUORIDE TOOTHPASTE

+ **WHITENING**

DEEP CLEAN

UP TO 2X DEEPER CLEAN FEELING*

effervescent mint



CREST COMPLETE PLUS WHITENING DEEP CLEAN

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-946
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
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SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g
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Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
ZINC CITRATE (UNII: K72I3DEX9B)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	

Product Characteristics

Color	white (with Blue stripe)	Score	
Shape		Size	
Flavor	PEPPERMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-946-02	2 in 1 CARTON	08/01/2019	
1		153 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-946-54	1 in 1 CARTON	08/01/2019	
2		153 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	08/01/2019	

Labeler - The Procter & Gamble Manufacturing Company (004238200)