

CREST COMPLETE PLUS WHITENING INTENSE FRESHNESS- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest® Complete plus™
+Whitening Intense Freshness

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, alcohol (0.7%), carrageenan, sodium saccharin, glycerin, sodium citrate, polysorbate 80, sodium benzoate, cetylpyridinium chloride, benzoic acid, titanium dioxide, blue 1, yellow 5

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 153 g Tube Carton

Crest®
complete

plus™

+WHITENING

INTENSE

FRESHNESS

intense mint

NET WT 5.4 OZ (153 g) FLUORIDE TOOTHPASTE



CREST COMPLETE PLUS WHITENING INTENSE FRESHNESS

sodium fluoride paste, dentifrice

Product Information

| | | | |
|--------------------------------|----------------|---------------------------|---------------|
| Product Type | HUMAN OTC DRUG | Item Code (Source) | NDC:37000-947 |
| 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 |

Inactive Ingredients

| Ingredient Name | Strength |
|---|----------|
| SORBITOL (UNII: 506T60A25R) | |
| WATER (UNII: 059QF0KO0R) | |
| HYDRATED SILICA (UNII: Y6O7T4G8P9) | |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J) | |
| ZINC CITRATE (UNII: K72I3DEX9B) | |
| ALCOHOL (UNII: 3K9958V90M) | |
| CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311) | |
| CARRAGEENAN (UNII: 5C69YCD2YJ) | |
| GLYCERIN (UNII: PDC6A3C0OX) | |
| SODIUM CITRATE (UNII: 1Q73Q2JULR) | |
| POLYSORBATE 80 (UNII: 6OZP39ZG8H) | |
| SODIUM BENZOATE (UNII: OJ245FE5EU) | |
| CETYLPYRIDINIUM CHLORIDE (UNII: D9OM4SK49P) | |
| BENZOIC ACID (UNII: 8SKN0B0MIM) | |
| TITANIUM DIOXIDE (UNII: 15FIX9V2JP) | |
| FD&C BLUE NO. 1 (UNII: H3R47K3TBD) | |
| FD&C YELLOW NO. 5 (UNII: I753WB2F1M) | |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY) | |

Product Characteristics

| | | | |
|-----------------|---------------------------|---------------------|--|
| Color | green (with green stripe) | Score | |
| Shape | | Size | |
| Flavor | MINT | Imprint Code | |
| Contains | | | |

Packaging

| # | Item Code | Package Description | Marketing Start Date | Marketing End Date |
|---|------------------|--|----------------------|--------------------|
| 1 | NDC:37000-947-54 | 1 in 1 CARTON | 08/01/2019 | |
| 1 | | 153 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 2 | NDC:37000-947-02 | 2 in 1 CARTON | 08/01/2019 | |
| 2 | | 153 g in 1 TUBE; Type 0: Not a Combination Product | | |

Marketing Information

| Marketing | Application Number or Monograph | Marketing Start | Marketing End |
|-----------|---------------------------------|-----------------|---------------|
|-----------|---------------------------------|-----------------|---------------|

| Category | Citation | Date | Date |
|--------------------|----------|------------|------|
| OTC Monograph Drug | M021 | 08/01/2019 | |

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

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