CREST BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION-
sodium 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.

---------

Crest ® Baking Soda & Peroxide

Whitening with Tartar Protection

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, water, propylene glycol, sodium bicarbonate, tetrasodium pyrophosphate, sorbitol, PEG-12, flavor, sodium hydroxide, sodium lauryl sulfate, sodium saccharin, poloxamer 407, xanthan gum, cellulose gum, calcium peroxide, titanium dioxide, blue 1

Questions?
1-800-492-7378
Dist. by Procter & Gamble, Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 161 g Tube Carton
**Crest®**

**FLUORIDE ANTICAVITY TOOTHPASTE**

**NET WT 5.7 OZ (161 g)**

**BAKING SODA & PEROXIDE WHITENING**

**WITH TARTAR PROTECTION**

Fresh Mint

---

**CREST BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION**

sodium fluoride paste, dentifrice

### Product Information

<table>
<thead>
<tr>
<th>Product Type</th>
<th>HUMAN OTC DRUG</th>
<th>Item Code (Source)</th>
<th>NDC: 37000-044</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route of Administration</td>
<td>DENTAL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Active Ingredient/Active Moiety

<table>
<thead>
<tr>
<th>Ingredient Name</th>
<th>Basis of Strength</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>SODIUM FLUORIDE (UNII: 8ZYQ1474W7)</td>
<td>FLUORIDE ION</td>
<td>1.6 mg in 1 g</td>
</tr>
</tbody>
</table>

**Inactive Ingredients**
<table>
<thead>
<tr>
<th>Ingredient Name</th>
<th>Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLYCERIN (UNII: PDC6A3C0OX)</td>
<td></td>
</tr>
<tr>
<td>HYDRATED SILICA (UNII: Y607T4G8P9)</td>
<td></td>
</tr>
<tr>
<td>WATER (UNII: 059QF0KO0R)</td>
<td></td>
</tr>
<tr>
<td>PROPYLENE GLYCOL (UNII: 6DC9Q167V3)</td>
<td></td>
</tr>
<tr>
<td>SODIUM BICARBONATE (UNII: 8MDF5V39QO)</td>
<td></td>
</tr>
<tr>
<td>SODIUM PYROPHOSPHATE (UNII: O352864B8Z)</td>
<td></td>
</tr>
<tr>
<td>SORBITAL (UNII: 506T60A25R)</td>
<td></td>
</tr>
<tr>
<td>POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)</td>
<td></td>
</tr>
<tr>
<td>SODIUM HYDROXIDE (UNII: 55X04QC32I)</td>
<td></td>
</tr>
<tr>
<td>SODIUM LAURYL SULFATE (UNII: 368GB5141J)</td>
<td></td>
</tr>
<tr>
<td>SACCHARIN SODIUM (UNII: SB8ZUX40TY)</td>
<td></td>
</tr>
<tr>
<td>POLOXAMER 407 (UNII: TUF2IVW3M2)</td>
<td></td>
</tr>
<tr>
<td>XANTHAN GUM (UNII: TT12P4NEE)</td>
<td></td>
</tr>
<tr>
<td>CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS31I)</td>
<td></td>
</tr>
<tr>
<td>CALCIUM PEROXIDE (UNII: 7FRO2ENO9I)</td>
<td></td>
</tr>
<tr>
<td>TITANIUM DIOXIDE (UNII: 15Fx9V2Jp)</td>
<td></td>
</tr>
<tr>
<td>FD&amp;C BLUE NO. 1 (UNII: HBR47K3TBD)</td>
<td></td>
</tr>
</tbody>
</table>

**Product Characteristics**

<table>
<thead>
<tr>
<th>Color</th>
<th>blue</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shape</td>
<td></td>
<td>Size</td>
</tr>
<tr>
<td>Flavor</td>
<td>WINTERGREEN</td>
<td>Imprint Code</td>
</tr>
<tr>
<td>Contains</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Packaging**

<table>
<thead>
<tr>
<th>#</th>
<th>Item Code</th>
<th>Package Description</th>
<th>Marketing Start Date</th>
<th>Marketing End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NDC:37000-044-07</td>
<td>1 in 1 CARTON</td>
<td>07/01/2013</td>
<td>12/01/2021</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>82 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>NDC:37000-044-04</td>
<td>1 in 1 CARTON</td>
<td>07/01/2013</td>
<td>12/01/2021</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>130 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>NDC:37000-044-06</td>
<td>1 in 1 CARTON</td>
<td>07/01/2013</td>
<td>12/01/2021</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>181 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>NDC:37000-044-08</td>
<td>1 in 1 CARTON</td>
<td>07/01/2013</td>
<td>12/01/2021</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>232 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>NDC:37000-044-13</td>
<td>2 in 1 CARTON</td>
<td>07/01/2013</td>
<td>12/01/2021</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>181 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>NDC:37000-044-24</td>
<td>1 in 1 CARTON</td>
<td>07/01/2019</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>68 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>NDC:37000-044-42</td>
<td>1 in 1 CARTON</td>
<td>07/01/2019</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>119 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>NDC:37000-044-57</td>
<td>1 in 1 CARTON</td>
<td>07/01/2019</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>161 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>NDC:37000-044-82</td>
<td>1 in 1 CARTON</td>
<td>07/01/2019</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>232 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>NDC:37000-044-02</td>
<td>2 in 1 CARTON</td>
<td>07/01/2019</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>161 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NDC</td>
<td>Description</td>
<td>Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>------------------------------</td>
<td>------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37000-044-03</td>
<td>3 in 1 CELLO PACK</td>
<td>07/01/2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11161 g in 1 TUBE; Type 0: Not a Combination Product</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Marketing Information

<table>
<thead>
<tr>
<th>Marketing Category</th>
<th>Application Number or Monograph Citation</th>
<th>Marketing Start Date</th>
<th>Marketing End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTC monograph final</td>
<td>part355</td>
<td>07/01/2013</td>
<td></td>
</tr>
</tbody>
</table>

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

Revised: 12/2019  The Procter & Gamble Manufacturing Company