

KIDS CREST PURE STRAWBERRY- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Kids Crest Cavity Protection

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.15% 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

sorbitol, water, hydrated silica, cocamidopropyl betaine, cellulose gum, stevia rebaudiana extract, flavor, trisodium phosphate, sodium phosphate, xanthan gum

Questions?

1-800-594-4158

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

KID'S Crest ®

FLUORIDE ANTICAVITY TOOTHPASTE

NET WT 3.7 OZ (104 g)

CAVITY PROTECTION

MADE WITHOUT

artificial sweeteners

& colors

SIMPLY FUN

STRAWBERRY



KIDS CREST PURE STRAWBERRY

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-981
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM PHOSPHATE (UNII: SE337SVY37)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
STEVIA REBAUDIANA WHOLE (UNII: 6U422Y08O2)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-981-37	1 in 1 CARTON	12/31/2020	
1		104 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	12/31/2020	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

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