

CREST PREMIUM PLUS ANTI-BACTERIAL- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Premium Plus Anti-Bacterial

Drug Facts

Active ingredient

Stannous fluoride 0.454% (0.14% w/v fluoride ion)

Purposes

Anticavity, antigingivitis toothpaste

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with the harmful effects of plaque associated with gingivitis
- helps control plaque bacteria that contribute to the development of gingivitis

Warnings

Keep out of reach of children. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

- adults and children 12 yrs. & older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
- do not swallow
- children under 12 yrs.: ask a dentist

Other information

- products containing stannous fluoride may produce surface staining of the teeth
- adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist
- this Crest is specially formulated to help prevent staining
- see your dentist regularly

Inactive ingredients

water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, flavor, carrageenan, sodium citrate, xanthan gum, zinc citrate, sodium saccharin, sodium hydroxide, stannous chloride, titanium dioxide

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 144 g Tube Carton

Crest® plus PREMIUM

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTIGINGIVITIS

NET WT 7.0 OZ (198 g)

ACTIVE FOAM + WHITENING

ANTI-BACTERIAL

HELPS KILL PLAQUE BACTERIA*

smooth peppermint

TO NEUTRALIZE PLAQUE AROUND THE GUMLINE
UPGRADE TO CREST PRO-HEALTH
GUM DETOXYFY

GLUTEN FREE

FIGHTS CAVITIES & FRESHENS BREATH

HELPS KILL PLAQUE BACTERIA THAT LEAD TO GINGIVITIS

0 37000 71078 3

BETTER TOGETHER!

USE WITH ORAL-B IO RECHARGEABLE BRUSH

USE WITH CREST PRO-HEALTH MOUTHWASH

USE WITH ORAL-B GLIDE FLOSS

CLINICALLY PROVEN PRODUCTS.
USE TOGETHER FOR BETTER PROTECTION.

90472405

ANTI-BACTERIAL

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SMOOTH PEPPERMINT

RECYCLE READY
Learn how to recycle at
crest.com/recycling

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CREST PREMIUM PLUS ANTI-BACTERIAL

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-992
Route of Administration	DENTAL		

Active Ingredient/Active Moiety		
Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g

Inactive Ingredients	
Ingredient Name	Strength
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
ZINC CITRATE (UNII: K72I3DEX9B)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics			
Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-992-70	1 in 1 CARTON	12/31/2020	
1		198 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-992-52	1 in 1 CARTON	12/31/2020	07/12/2023
2		147 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	

Revised: 4/2024

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