

**CREST COMPLETE MULTI-BENEFIT WHITENING PLUS CINNAMON
EXPRESSIONS- sodium fluoride gel, dentifrice
The Procter & Gamble Manufacturing Company**

Crest ®

complete

MULTI-BENEFIT™

Drug Facts

Active ingredient

Sodium fluoride 0.243%

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, tetrasodium pyrophosphate, PEG-6, glycerin, sodium lauryl sulfate, disodium pyrophosphate, flavor, sodium saccharin, cellulose gum, carnauba wax, carbomer, titanium dioxide, red 40

Questions?

1-800-285-3213

Dist. by Procter & Gamble,
Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 130 g Bottle Label

WHITENING+

**CINNAMON
EXPRESSIONS**

**cinnamon
rush™
liquid gel**

**Fights Cavities,
Whitens + Bold
Cinnamon Flavor**

***Crest*®
complete
MULTI-BENEFIT™**

FLUORIDE TOOTHPASTE

**NET WT
4.6 OZ (130 g)**

99606202





Tear Area



Tear Area

CREST COMPLETE MULTI-BENEFIT WHITENING PLUS CINNAMON EXPRESSIONS

sodium fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-826
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
GLYCERIN (UNII: PDC6A3C0OX)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
CARNAUBA WAX (UNII: R12CBM0EIZ)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C RED NO. 40 (UNII: WZB9127XOA)	

Product Characteristics

Color	red	Score	
Shape		Size	
Flavor	CINNAMON	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-826-04	130 g in 1 BOTTLE; Type 0: Not a Combination Product	07/01/2011	

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	07/01/2011	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

The Procter & Gamble Manufacturing Company