

CREST PLUS BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

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

Questions?

1-800-492-7378

Dist. by Procter & Gamble, Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

New Formula with 2X Peroxide

Crest Plus

Baking Soda & Peroxide

Whitening

With Tartar Protection

Fresh Mint

Net Wt 4.2 OZ (119g)



CREST PLUS BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION
sodium fluoride paste, dentifrice

| Product Information | | | |
|-------------------------|----------------|--------------------|---------------|
| Product Type | HUMAN OTC DRUG | Item Code (Source) | NDC:69423-814 |
| Route of Administration | DENTAL | | |

Active Ingredient/Active Moiety

| Ingredient Name | Basis of Strength | Strength |
|--|-------------------|---------------|
| SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION | 1.6 mg in 1 g |

Inactive Ingredients

| Ingredient Name | Strength |
|---|----------|
| HYDRATED SILICA (UNII: Y607T4G8P9) | |
| WATER (UNII: 059QF0KO0R) | |
| PROPYLENE GLYCOL (UNII: 6DC9Q167V3) | |
| SODIUM BICARBONATE (UNII: 8MDF5V39QO) | |
| SODIUM PYROPHOSPHATE (UNII: O352864B8Z) | |
| SORBITOL (UNII: 506T60A25R) | |
| POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9) | |
| GLYCERIN (UNII: PDC6A3C0OX) | |
| SODIUM HYDROXIDE (UNII: 55X04QC32I) | |
| SODIUM LAURYL SULFATE (UNII: 368GB5141J) | |
| SACCHARIN SODIUM (UNII: SB8ZUX40TY) | |
| POLOXAMER 407 (UNII: TUF21VW3M2) | |
| XANTHAN GUM (UNII: TTV12P4NEE) | |
| CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311) | |
| CALCIUM PEROXIDE (UNII: 7FRO2ENO91) | |
| 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:69423-814-24 | 1 in 1 CARTON | 11/13/2023 | |
| 1 | | 68 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 2 | NDC:69423-814-42 | 1 in 1 CARTON | 11/13/2023 | |
| 2 | | 119 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 3 | NDC:69423-814-57 | 1 in 1 CARTON | 11/13/2023 | |
| 3 | | 161 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 4 | NDC:69423-814-82 | 1 in 1 CARTON | 11/13/2023 | |
| 4 | | 232 g in 1 TUBE; Type 0: Not a Combination Product | | |

| | | | | |
|---|------------------|--|------------|--|
| 5 | NDC:69423-814-11 | 2 in 1 CELLO PACK | 11/13/2023 | |
| 5 | | 161 g in 1 TUBE; Type 0: Not a Combination Product | | |
| 6 | NDC:69423-814-35 | 3 in 1 CARTON | 11/13/2023 | |
| 6 | | 161 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 | 11/13/2023 | |

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 7/2024

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