

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)

FOR 90% MORE STAIN REMOVAL*
UPGRADE TO
3DWHITE ADVANCED

FIGHTS CAVITIES + REMOVES SURFACE STAINS TO WHITEN TEETH

0 37000 51306 3

GLUTEN FREE

BETTER TOGETHER!

USE TOGETHER FOR BETTER WHITENING

USE WITH ORAL-B IO RECHARGEABLE BRUSH + USE WITH CREST 3DWHITE MOUTHWASH + USE WITH CREST 3DWHITESTRIPS

New formula with 2X the peroxide

Crest plus
FLUORIDE ANTICAVITY TOOTHPASTE

NET WT 4.2 OZ (119 g)

BAKING SODA & PEROXIDE WHITENING

BAKING SODA & PEROXIDE WHITENING WITH TARTAR PROTECTION

FRESH MINT

RECYCLE READY
Learn crest.com/recycling

Drug Facts: Active ingredient Sodium fluoride (0.243%, 0.16% w/v fluoride ion)..... Anticavity toothpaste	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.	

Drug Facts (continued): * do not swallow * to minimize swallowing use a pea-sized amount in children under 6 yrs. * 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	

*Surface stains vs. regular toothpaste

P&G www.pg.com
DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202
www.crest.com Patents: www.pg.com/patents
© 2023 P&G

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		
7	NDC:69423-814-85	1 in 1 CARTON	11/13/2023	
7		24 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: 1/2026

The Procter & Gamble Manufacturing Company