

**CREST PLUS TARTAR PROTECTION- sodium fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest Plus Tartar Protection**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243% (0.15% 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**

sorbitol, water, hydrated silica, disodium pyrophosphate, sodium hydroxide, sodium lauryl sulfate, flavor, xanthan gum, sodium saccharin, carbomer, cellulose gum, sodium benzoate, potassium sorbate, titanium dioxide

**Questions?**

**1-800-492-7378**

Dist. by Procter & Gamble, Cincinnati, OH 45202

# PRINCIPAL DISPLAY PANEL - 161 g Tube Carton

ADA  
Accepted  
American  
Dental  
Association

Crest plus

FLUORIDE ANTICAVITY TOOTHPASTE  
NET WT 4.2 OZ (119 g)

TARTAR  
PROTECTION

HELPS PREVENT TARTAR & CAVITIES

Regular Paste



## CREST PLUS TARTAR PROTECTION

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-817
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
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<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g
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<b>Inactive Ingredients</b>	
Ingredient Name	Strength
<b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)	
<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WWD9LZUD)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM</b> (UNII: K679OBS311)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>POTASSIUM SORBATE</b> (UNII: 1VPU26JZZ4)	
<b>CARBOXPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	

<b>Product Characteristics</b>			
<b>Color</b>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

<b>Packaging</b>				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-817-24	1 in 1 CARTON	11/13/2023	
1		68 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-817-42	1 in 1 CARTON	11/13/2023	
2		119 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-817-57	1 in 1 CARTON	11/13/2023	
3		161 g in 1 TUBE; Type 0: Not a Combination Product		

<b>Marketing Information</b>			
Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	11/13/2023	

Revised: 2/2026

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