

**CREST PLUS TARTAR PROTECTION WHITENING- sodium fluoride paste,
dentifrice**

The Procter & Gamble Manufacturing Company

Crest plus Tartar Protection Whitening Cool Mint Paste

Drug Facts

Active ingredient

Sodium fluoride 0.243%

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,
cellulose gum, carbomer, titanium dioxide

Questions?

1-800-492-7378

Dist. by Procter & Gamble, Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 161 g Tube Carton

Crest plus

FLOURIDE ANTICAVITY TOOTHPASTE

NET WT 5.7 OZ (161 G)

TARTA PROTECTION

WHITENING

HELPS PREVENT TARTAR & WHITENS TEETH

COOL MINT PASTE



CREST PLUS TARTAR PROTECTION WHITENING

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-818
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients				
Ingredient Name			Strength	
CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)				
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
WATER (UNII: 059QF0KO0R)				
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)				
SORBITOL (UNII: 506T60A25R)				
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
XANTHAN GUM (UNII: TTV12P4NEE)				
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:69423-818-57	1 in 1 CARTON	11/13/2023	
1		161 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-818-82	1 in 1 CARTON	11/13/2023	
2		232 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-818-27	1 in 1 CARTON	07/01/2025	
3		68 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)