

CREST PLUS WHITENING DEEP CLEAN- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Plus Whitening Deep Clean

Drug Facts

Active ingredient

Sodium fluoride 0.243%
(0.15% w/v fluoride ion)

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, disodium pyrophosphate, sodium lauryl sulfate, flavor, sodium hydroxide, alcohol (0.7%), xanthan gum, sodium saccharin, glycerin, cellulose gum, carbomer, polysorbate 80, cetylpyridinium chloride, benzoic acid, titanium dioxide, blue 1

Questions?

1-800-492-7378

Dist. by Procter & Gamble, Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 204 g Tube Carton

Crest plus

+ Whitening

Deep Clean

UP TO 2X DEEPER
CLEAN FEELING*

NET WT 5.4 OZ (153 g)

ANTICAVITY FLUORIDE TOOTHPASTE

EFFERVESCENT MINT



CREST PLUS WHITENING DEEP CLEAN			
sodium fluoride paste, dentifrice			
Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-842
Route of Administration	DENTAL		
Active Ingredient/Active Moiety			
	Ingredient Name	Basis of Strength	Strength
	SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
ALCOHOL (UNII: 3K9958V90M)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
CARBOXPOLYMETHYLENE (UNII: 0A5MM307FC)	
CETYLPIRIDINIUM CHLORIDE (UNII: D9OM4SK49P)	
BENZOIC ACID (UNII: 8SKN0B0MIM)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-842-54	1 in 1 CARTON	01/01/2024	
1		153 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-842-02	2 in 1 CARTON	01/01/2024	
2		153 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-842-23	1 in 1 CARTON	07/01/2025	
3		65 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	01/01/2021	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

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