

**CREST 3D WHITE BRILLIANCE HYDROGEN PEROXIDE- sodium monofluorophosphate paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest 3D White Brilliance Hydrogen Peroxide Toothpaste**

**Drug Facts**

Sodium monofluorophosphate 1.14%  
(0.17% w/v fluoride ion)

**Purpose**

Anticavity toothpaste

**Use**

helps protect against cavities

**Warning**

Keep out of reach of children under 12 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 12 yrs. & older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
- do not swallow
- children under 12 yrs.: ask a dentist

**Inactive ingredients**

water, glycerin, calcium pyrophosphate, hydrogen peroxide (4% w/v), sodium lauryl sulfate, flavor, polyacrylate crosspolymer-6, cetaryl alcohol, disodium pyrophosphate, sucralose, tetrasodium pyrophosphate

**Questions?**

1-800-492-7378

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202

**Crest 3D White Ultra White 85g tube in carton**

4% HYDROGEN PEROXIDE

Crest

3D WHITE

BRILLIANCE

FLUORIDE ANTICAVITY

TOOTHPASTE

HYDROGEN

PEROXIDE

Highest Level of

Hydrogen Peroxide

in Toothpaste

ADVANCED WHITENING

TO REMOVE SURFACE STAIN

AND DEEPLY CLEAN

FRESH MINT

NET WT 3.0 OZ (85 g)

**Crest**  
3DWHITE

HIGHEST LEVEL OF  
**HYDROGEN PEROXIDE**  
IN A TOOTHPASTE

From the **#1 Whitening Brand** in America comes a breakthrough product formulated with significantly more hydrogen peroxide than the leading hydrogen peroxide toothpaste\*.

**4%**

**HYDROGEN PEROXIDE**

**Crest**  
3DWHITE

— REVITALIZING —  
FORMULA



THE HIGHEST LEVEL OF  
HYDROGEN PEROXIDE IN A  
TOOTHPASTE



NOURISHING FLUORIDE  
STRENGTHENS ENAMEL



DEEP PENETRATING  
FOAM ACTIVELY  
REMOVES TOUGH  
SURFACE STAINS

\*P&G calculation based on U.S. reported sales data for yr ending w/o 12/05/20

**Crest**  
3DWHITE  
BRILLIANCE

**4%** HYDROGEN PEROXIDE

**Crest**  
3DWHITE™  
BRILLIANCE™  
FLUORIDE ANTICAVITY  
TOOTHPASTE

**HYDROGEN PEROXIDE**  
Highest Level of  
Hydrogen Peroxide  
In Toothpaste

**ADVANCED WHITENING**  
TO REMOVE SURFACE STAINS  
AND DEEPLY CLEAN

FRESH MINT

NET WT 3.0 OZ (85 g)



THIS CARTON IS RECYCLABLE.  
CHECK LOCALLY.



0 37000 66734 6

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www.crest.com  
DENTIFRICE  
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0145202  
Parents: www.pg.com/parents

<b>Drug Facts</b>	<b>Active ingredient</b> Sodium monofluorophosphate 1.14% (0.17% w/v fluoride ion)	<b>Purpose</b> Anticavity toothpaste
<b>Drug Facts (continued)</b>	<ul style="list-style-type: none"> <li>• 4+ to 6x whitening</li> <li>• children under 12 yrs.: ask a dentist</li> </ul> <p><b>Other active ingredients:</b> water, calcium phosphate dihydrate, hydrogen peroxide (4% w/w), sodium lauryl sulfate, trimethylolpropane crosspolymer-4, cedar oil extract, disodium phosphate, saccharin sodium, polyphosphates</p> <p><b>Directions:</b> • adults and children 12 yrs. &amp; older: brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.</p>	
<b>Warnings</b>	<p>Use large protect against cavities</p> <p>Keep out of reach of children under 12 yrs. of age. If more than 1 year has passed since this expiration date, get tested to help us contact a Pediatric Center right away.</p>	
<b>Directions</b>	<p>• adults and children 12 yrs. &amp; older: brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.</p>	
<b>Questions?</b>	<p>1-800-485-7378</p>	

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**CREST 3D WHITE BRILLIANCE HYDROGEN PEROXIDE**  
sodium monofluorophosphate paste, dentifrice

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:84126-604
<b>Route of Administration</b>	ORAL		

## Active Ingredient/Active Moiety

<b>Ingredient Name</b>	<b>Basis of Strength</b>	<b>Strength</b>
<b>SODIUM MONOFLUOROPHOSPHATE</b> (UNII: C810JCZ56Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.7 mg in 1 g

## Inactive Ingredients

<b>Ingredient Name</b>	<b>Strength</b>
<b>AMMONIUM ACRYLOYLDIMETHYLTAURATE, DIMETHYLACRYLAMIDE, LAURYL METHACRYLATE AND LAURETH-4 METHACRYLATE COPOLYMER, TRIMETHYLOLPROPANE TRIACRYLATE CROSSLINKED (45000 MPA.S)</b> (UNII: Q7UI015FF9)	
<b>CETOSTEARYL ALCOHOL</b> (UNII: 2DMT128M1S)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>HYDROGEN PEROXIDE</b> (UNII: BBX060AN9V)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>CALCIUM PYROPHOSPHATE</b> (UNII: X69NU20D19)	
<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WWD9LZUD)	

## Product Characteristics

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

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:84126-604-30	1 in 1 CARTON	01/10/2023	
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:84126-604-38	1 in 1 CARTON	01/10/2023	
2		107 g in 1 TUBE; Type 0: Not a Combination Product		

## Marketing Information

<b>Marketing</b>	<b>Application Number or Monograph</b>	<b>Marketing Start</b>	<b>Marketing End</b>
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Category	Citation	Date	Date
OTC Monograph Drug	M021	01/10/2023	

**Labeler** - The Procter & Gamble Manufacturing Company (004238200)

Revised: 9/2024

The Procter & Gamble Manufacturing Company