

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

Crest® 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, carbomer, cellulose gum, titanium dioxide

Questions?

1-800-492-7378

Dist. by Procter & Gamble, Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 232 g Tube Carton

HELPS PREVENT TARTAR & WHITENS TEETH

Crest®

FLUORIDE ANTICAVITY TOOTHPASTE

NET WT 8.2 OZ (232 g)

BAKING SODA

TARTAR

**PROTECTION
WHITENING**

Cool Mint Paste



CREST TARTAR PROTECTION WHITENING

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-469
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
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
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	PEPPERMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-469-06	1 in 1 CARTON	10/06/2003	06/17/2019
1		181 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-469-08	1 in 1 CARTON	10/06/2003	
2		232 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-469-57	1 in 1 CARTON	10/06/2003	
3		161 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	10/06/2003	

Revised: 1/2025

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