

**CREST COMPLETE MULTI-BENEFIT WHITENING PLUS BAKING SODA AND PEROXIDE WITH TARTAR PROTECTION- sodium fluoride paste, dentifrice**  
The Procter & Gamble Manufacturing Company

-----  
**Crest<sup>®</sup> Complete**  
**Whitening + Baking Soda & Peroxide**  
**With Tartar Protection**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243% (0.16% 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**

glycerin, hydrated silica, water, propylene glycol, sodium bicarbonate, tetrasodium pyrophosphate, sorbitol, PEG-12, flavor, sodium hydroxide, sodium lauryl sulfate, sodium saccharin, poloxamer 407, xanthan gum, cellulose gum, calcium peroxide, titanium dioxide

**Questions?**

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## PRINCIPAL DISPLAY PANEL - 164 g Tube Carton

SUGAR SHIELD | STRENGTHENS AREAS WEAKENED BY SUGAR

**Crest®**  
complete  
MULTI-BENEFIT™

NET WT 5.8 OZ (164 g) FLUORIDE TOOTHPASTE

**WHITENING+**

**BAKING SODA**

**& PEROXIDE**

**WITH TARTAR PROTECTION**



## CREST COMPLETE MULTI-BENEFIT WHITENING PLUS BAKING SODA AND PEROXIDE WITH TARTAR PROTECTION

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-401
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

<b>Ingredient Name</b>	<b>Basis of Strength</b>	<b>Strength</b>
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.6 mg in 1 g

**Inactive Ingredients**

<b>Ingredient Name</b>	<b>Strength</b>
<b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)	
<b>SODIUM BICARBONATE</b> (UNII: 8MDF5V39QO)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>CALCIUM PEROXIDE</b> (UNII: 7FRO2ENO91)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>POLOXAMER 407</b> (UNII: TUF2IWW3M2)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

**Product Characteristics**

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

**Packaging**

<b>#</b>	<b>Item Code</b>	<b>Package Description</b>	<b>Marketing Start Date</b>	<b>Marketing End Date</b>
1	NDC:37000-401-58	1 in 1 CARTON	01/23/2018	
1		164 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-401-02	2 in 1 CELLO PACK	01/23/2018	06/20/2019
2		1 in 1 CARTON		
2		164 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-401-76	1 in 1 CARTON	01/23/2018	
3		215 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	01/23/2018	

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

Revised: 1/2025

The Procter & Gamble Manufacturing Company