

CREST GUM DETOXIFY GENTLE WHITENING- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Crest®
Gum Detoxify®
Gentle Whitening

Drug Facts

Active ingredient

Stannous fluoride 0.454%

(0.14% w/v fluoride ion)

Purposes

Anticavity, antigingivitis toothpaste

Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with the harmful effects of plaque associated with gingivitis
- helps control plaque bacteria that contribute to the development of gingivitis

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. of age and 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. of age: ask a dentist

Other information

- products containing stannous fluoride may produce surface staining of the teeth
- adequate toothbrushing may prevent these stains which are not harmful or permanent and may be

removed by your dentist

- this Crest is specially formulated to help prevent staining
- see your dentist regularly

Inactive ingredients

water, sorbitol, hydrated silica, sodium lauryl sulfate, carrageenan, flavor, sodium gluconate, xanthan gum, zinc citrate, stannous chloride, sodium saccharin, sodium hydroxide, sucralose, titanium dioxide

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 116 g tube in carton

Crest®

FLUORIDE TOOTHPASTE FOR
ANTICAVITY AND ANTIGINGIVITIS

Gum

Detoxify™

Neutralizes plaque bacteria,
even around the gum line

GENTLE WHITENING

CLINICALLY PROVEN HEALTHIER GUMS

NET WT 4.1 OZ (116 g)



CREST GUM DETOXIFY GENTLE WHITENING

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-492
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SUCRALOSE (UNII: 96K6UQ3ZD4)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
WATER (UNII: 059QF0K00R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ZINC CITRATE (UNII: K72I3DEX9B)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SORBITOL (UNII: 506T60A25R)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
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:37000-492-41	1 in 1 CARTON	01/29/2018	
1		116 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 final	part355	01/29/2018	

