

CREST 3D WHITE BRILLIANCE BLAST- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest[®] 3D White[™]
Brilliance Blast

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.16% w/v fluoride ion)

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

glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, flavor, sodium lauryl sulfate, cocamidopropyl betaine, trisodium phosphate, sodium saccharin, PVP, carrageenan, xanthan gum, sucralose, mica, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202

Route of Administration DENTAL

Active Ingredient/Active Moiety

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

Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C00X)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
POVIDONE, UNSPECIFIED (UNII: FZ989GH94E)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	

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:37000-916-41	1 in 1 CARTON	07/01/2018	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-916-82	2 in 1 CELLO PACK	07/01/2018	12/31/2024
2		1 in 1 CARTON		
2		116 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-916-39	1 in 1 CARTON	09/15/2021	12/31/2024
3		110 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-916-	1 in 1 CARTON	09/15/2021	

4	35	1 in 1 CARTON	09/15/2021	
4		99 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-916-36	2 in 1 CELLO PACK	07/01/2018	
5		1 in 1 CARTON		
5		99 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:37000-916-46	1 in 1 CARTON	07/01/2018	
6		130 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:37000-916-23	2 in 1 CARTON	07/01/2018	04/01/2023
7		110 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	07/01/2018	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

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