

**CREST BUBBLEGUM- sodium fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

-----  
**Crest®**

**Bubblegum**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243% (0.15% 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**

- twist off cap to remove foil seal
- 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, sodium lauryl sulfate, trisodium phosphate, sodium phosphate, cellulose gum, flavor, sodium saccharin, carbomer, red 40

**Questions?**

1-800-492-7378

**MADE IN MEXICO**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

**PRINCIPAL DISPLAY PANEL - 119 g Tube**

**3+ YRS**

Crest ®

FLUORIDE ANTICAVITY TOOTHPASTE

Disney

Princess

BUBBLEGUM

NET WT 4.2 OZ (119 g)



**Crest** FLUORIDE ANTICAVITY TOOTHPASTE

Kids will want to brush with Crest toothpaste, featuring Disney Princesses. This toothpaste provides effective cavity protection in a kid-tested, mild gel formula.

<b>Drug Facts</b>	
<b>Active ingredient</b>	<b>Purpose</b>
Sodium fluoride 0.243%.....Anticavity toothpaste (0.15% w/v fluoride ion)	
<b>Use</b> helps protect against cavities	
<b>Warning</b>	
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.	
<b>Directions</b>	
<ul style="list-style-type: none"> <li>twist off cap to remove foil seal</li> <li>adults and children 2 yrs. &amp; older: brush teeth thoroughly after meals or at least twice a day or use as directed by a dentist               <ul style="list-style-type: none"> <li>do not swallow</li> <li>to minimize swallowing use a pea-sized amount in children under 6</li> <li>supervise children's brushing until good habits are established</li> </ul> </li> <li>children under 2 yrs.: ask a dentist</li> </ul>	
<b>Inactive ingredients</b> sorbitol, water, hydrated silica, sodium lauryl sulfate, trisodium phosphate, sodium phosphate, cellulose gum, flavor, sodium saccharin, carbomer, red 28	
<b>Questions?</b> 1-800-492-7378	

7  
 68305163235  
 0 P&G 91692092  
 www.pg.com/patents

NO HOT USE IF UNDER FOUR IN YEARS, CITY OF MEXICO, MADE IN MEXICO, INTD. BY PROCTER & GAMBLE, CINCINNATI, OH 45202, www.DisneyPrincess.com, www.crest.com, © 2016 P&G, © Disney

**CREST BUBBLEGUM**

sodium fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-174
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

**Inactive Ingredients**

Ingredient Name	Strength
<b>CARBOXYPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZ03QZ)	
<b>WATER</b> (UNII: 059QF0K00R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM PHOSPHATE</b> (UNII: SE337SVY37)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>FD&amp;C RED NO. 40</b> (UNII: WZB9127XOA)	

**Product Characteristics**

<b>Color</b>	pink	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	BUBBLE GUM	<b>Imprint Code</b>	
<b>Contains</b>			

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-174-42	119 g in 1 TUBE; Type 0: Not a Combination Product	12/18/2018	

**Marketing Information**

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	12/18/2018	

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

Revised: 1/2026

The Procter &amp; Gamble Manufacturing Company