

**CREST 3D WHITE WHITENING THERAPY DEEP CLEAN CHARCOAL- sodium fluoride paste, dentifrice**  
**Procter & Gamble Manufacturing Company**

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**Crest®**  
**3D White™**  
**Whitening Therapy**  
**Deep Clean**  
**Charcoal**

***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**

- 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**

water, sorbitol, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, flavor, cellulose gum, sodium hydroxide, sodium saccharin, carbomer, charcoal powder, sucralose, polysorbate 80, mica, titanium dioxide

**Questions?**

**1-800-492-7378**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

**PRINCIPAL DISPLAY PANEL - 116 g Carton**

**Crest®**

3D WHITE™

FLUORIDE ANTICAVITY TOOTHPASTE

WHITENING

THERAPY™

*charcoal*

DEEP CLEAN

INVIGORATING MINT

NET WT 4.1 OZ (116 g)



**Drug Facts**

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Sodium fluoride 0.243% (0.15% w/v fluoride ion)	Anticavity toothpaste

Use helps protect against cavities.

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• supervise children's brushing until good habits are established  
• children under 2 yrs.: ask a dentist

**Inactive ingredients:**  
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**Questions?** 1-800-422-7378

**P&G** www.pg.com  
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CINCINNATI, OH 45202  
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**Crest**  
**3DWHITE**  
FLUORIDE ANTICAVITY TOOTHPASTE

**WHITENING THERAPY**

**DEEP CLEAN**

*charcoal*

INVIGORATING MINT  
NET WT 4.1 OZ (116 g)

**WHITENING THERAPY**  
*charcoal*

This 3DWHITE™ Whitening Therapy formula contains an Active Mineral Complex™ and Charcoal. This formula gives you a deep clean that brightens\* teeth, strengthens enamel, and freshens breath.

\*As measured by a dental professional



**Crest**  
**3DWHITE**  
FLUORIDE ANTICAVITY TOOTHPASTE  
**WHITENING THERAPY**

**CREST 3D WHITE WHITENING THERAPY DEEP CLEAN CHARCOAL**  
sodium fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-215
<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>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WWD9LZUD)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>ACTIVATED CHARCOAL</b> (UNII: 2P3VWU3H10)	
<b>POLYSORBATE 80</b> (UNII: 6OZP39ZG8H)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>MICA</b> (UNII: V8A1AW0880)	
<b>CARBOXPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	

### 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

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-215-41	1 in 1 CARTON	01/01/2019	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-215-82	2 in 1 CELLO PACK	01/01/2019	03/31/2022
2		1 in 1 CARTON		
2		116 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-215-28	1 in 1 CARTON	01/01/2020	07/20/2023
3		79 g in 1 TUBE; Type 0: Not a Combination Product		

4	NDC:37000-215-85	1 in 1 CARTON	01/01/2020	
4		24 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-215-52	1 in 1 CARTON	01/01/2020	10/01/2024
5		147 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:37000-215-03	3 in 1 CELLO PACK	01/01/2019	07/20/2023
6		1 in 1 CARTON		
6		147 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:37000-215-04	4 in 1 CELLO PACK	01/01/2019	07/20/2023
7		1 in 1 CARTON		
7		147 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:37000-215-24	1 in 1 CARTON	01/01/2020	
8		68 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:37000-215-35	1 in 1 CARTON	01/01/2019	
9		99 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:37000-215-60	2 in 1 CELLO PACK	01/01/2019	12/31/2024
10		1 in 1 CARTON		
10		99 g in 1 TUBE; Type 0: Not a Combination Product		
11	NDC:37000-215-46	1 in 1 CARTON	01/01/2019	
11		130 g in 1 TUBE; Type 0: Not a Combination Product		
12	NDC:37000-215-92	2 in 1 CARTON	01/01/2019	
12		130 g in 1 TUBE; Type 0: Not a Combination Product		
13	NDC:37000-215-05	3 in 1 CARTON	01/01/2019	
13		130 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	01/01/2019	

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