CREST FRESH AND WHITE- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest ®

Fresh and White

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.15% 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

sorbitol, water, hydrated silica, sodium lauryl sulfate, flavor, trisodium phosphate, cellulose gum, sodium saccharin, sodium phosphate, carbomer, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY
PROCTER & GAMBLE,

CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 68 g Tube Carton

CLEANS & WHITENS TEETH*

Crest®

FLUORIDE ANTICAVITY TOOTHPASTE

NET WT 2.4 OZ (68 g)

FRESH AND WHITE

Peppermint
GLEEM™ Paste

CREST FRESH AND WHITE

sodium fluoride paste, dentifrice

Product Information			
Product Type	HUMAN OTC DRUG	**Item Code (Source)**	NDC:37000-868
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

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

Inactive Ingredients

Ingredient Name	Strength
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM PHOSPHATE (UNII: SE337SVY37)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
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:37000-868-02	1 in 1 CARTON	10/01/2021	
1		82 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-868-06	1 in 1 CARTON	03/09/2015	
2		181 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-868-24	1 in 1 CARTON	09/10/2019	
3		68 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-868-57	1 in 1 CARTON	03/09/2015	
4		161 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	03/09/2015	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023 The Procter & Gamble Manufacturing Company