

**CREST 3D WHITE BRILLIANCE DAILY CLEANSING AND WHITENING SYSTEM-  
stannous fluoride  
The Procter & Gamble Manufacturing Company**

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**Crest® 3D White™ Brilliance**

**Daily Cleansing and Whitening System**

***Drug Facts***

**Active ingredient**

Stannous fluoride 0.454% (0.15% 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
- see your dentist regularly

**Inactive ingredients**

glycerin, hydrated silica, water, zinc lactate, sodium lauryl sulfate, trisodium phosphate, flavor, sodium gluconate, sodium saccharin, xanthan gum, cellulose gum, sodium hydroxide, mica, titanium dioxide

## Questions?

1 (800) 492-7378

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## PRINCIPAL DISPLAY PANEL - Kit Carton

DAILY WHITENING 2-STEP TREATMENT

Crest BRILLIANCE

3D WHITE WHITENING 2-STEP

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTIGINGIVITIS - WHITENING GEL

KEEPS YOUR SMILE UP TO 99%

AS WHITE AS A PROFESSIONAL POLISH

NET WT 1 TUBE 4.0 OZ (113 g) & 1 TUBE 2.3 OZ (65 g)

**UPGRADE TO A 3D WHITE SMILE!**  
Satisfaction Guaranteed or your money back\*\*  
For optimal results, use twice daily instead of your current toothpaste.

**BRUSH WITH STEP 1 FOR 1 MINUTE TO Deep Clean** | **SPIT/RINSE TO reveal your 3D White Smile**

**DO NOT RINSE** | **KEEP BRUSHING FOR 1 MINUTE TO Whiten**

**ADD STEP 2/ KEEP BRUSHING FOR 1 MINUTE TO Whiten**

**STEP 1 DEEP CLEANSING TOOTHPASTE**

**STEP 2 WHITENING FINISHER**

**Ingredients:** water, glycerin, hydrogen peroxide, carbomer, disodium pyrophosphate, flavor, sucralose, sodium hydroxide  
**Directions:** Use morning and night.  
You may experience temporary signals with the use of this breakthrough system, such as: white spots on gums, or other soft tissue, and/or oral discomfort. These signals are temporary, and not harmful. If oral discomfort persists, discontinue product use.  
\*\*with daily use. Stains assessed 4 weeks after a dental cleaning.  
\*\*\*If you are not satisfied with your results, Crest will send you a pre-paid card in the amount of your purchase. Simply return your receipt and copy of package UPC within 60 days of purchase. Call 1-877-769-8784 for more information.  
\*\*\*plaque level 2 weeks after professional cleaning

**Drug Facts**  
Active ingredient: Fluoride 0.45% (0.15% with fluoride ion).  
Purpose: Anticavity toothpaste.  
Use: • aids in the prevention of cavities  
• helps prevent gingivitis  
• helps relieve white to brownish effects of plaque associated with gingivitis  
• helps control plaque bacteria that contribute to the development of gingivitis  
Warnings: Keep out of reach of children under 12 yrs. of age. If over 6 than used for brushing to occasionally treatment, get medical help or contact a Poison Control Center right away.  
Directions: • adult and children 12 yrs. of age and older: brush teeth thoroughly, preferably after each meal or at least before 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 with this system fluoride may produce surface etching of the teeth  
• fluoride toothpasting may prevent these white which are not treated or prevented and may be removed by your dentist  
• use your denture regularly.  
Inactive ingredients: glycerin, hydrated silica, water, zinc lactate, sodium lauryl sulfate, sodium phosphate, flavor, sodium gluconate, sodium saccharin, xanthan gum, cellulose gum, sodium hydroxide, mica, titanium dioxide  
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CINCINNATI, OH 45202  
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**STEP 1 DEEP CLEANSING TOOTHPASTE**  
Maintain a Dentist Level Clean™ in the comfort of your own home. The deep cleanser uses gentle foaming action to provide you with a deep thorough clean in hard-to-reach areas and leaves you with fresher breath.

**STEP 2 WHITENING FINISHER**  
The peroxide gel finishes the brushing experience by whitening your teeth so you can reveal your beautiful smile.

**NET WT 1 TUBE 4.0 OZ (113 g) & 1 TUBE 2.3 OZ (65 g)**

**CREST 3D WHITE BRILLIANCE DAILY CLEANSING AND WHITENING**

## SYSTEM

stannous fluoride kit

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-863
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### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-863-04	1 in 1 CARTON; Type 1: Convenience Kit of Co-Package	02/05/2015	

### Quantity of Parts

Part #	Package Quantity	Total Product Quantity
Part 1	1 TUBE	113 g
Part 2	1 TUBE	65 g

## Part 1 of 2

### CREST 3D WHITE STEP 1 PURIFYING CLEANSER

stannous fluoride paste, dentifrice

### Product Information

<b>Route of Administration</b>	DENTAL
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### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C00X)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
WATER (UNII: 059QF0KO0R)	
ZINC LACTATE (UNII: 2GXR25858Y)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	

MICA (UNII: V8A1AW0880)

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		113 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	02/05/2015	

## Part 2 of 2

### CREST 3D WHITE STEP 2 WHITENING GEL

other oral products [oral products] gel, dentifrice

### Product Information

Route of Administration	DENTAL
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### Other Ingredients

Ingredient Kind	Ingredient Name	Quantity
INGR	<b>WATER</b> (UNII: 059QF0KO0R)	
INGR	<b>GLYCERIN</b> (UNII: PDC6A3C00X)	
INGR	<b>HYDROGEN PEROXIDE</b> (UNII: BBX060AN9V)	
INGR	<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WD9LZUD)	
INGR	<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
INGR	<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
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1	65 g in 1 TUBE; Type 0: Not a Combination Product		
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**Marketing Information**

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
Cosmetic		02/05/2015	

**Marketing Information**

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	02/05/2015	

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

Revised: 1/2025

The Procter & Gamble Manufacturing Company