

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

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/DO NOT RINSE
ADD STEP 2/KEEP BRUSHING FOR 1 MINUTE to Whiten
SPIT/RINSE to reveal your 3D White Smile

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: Stannous fluoride 0.45%, Zinc Oxide 1.0%, Zinc Phosphate 0.05%, Fluoride 0.15% (with fluoride ion)
Purpose: Anticavity, Antigingivitis, Whitening
Uses: • aids in the prevention of cavities
• helps prevent gingivitis
• helps eliminate the harmful 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
• adequate brushing may prevent these white which are not treated or polished and may be removed by your dentist
• use your smile 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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Patents: www.pg.com/patents
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CINCINNATI, OH 45202**
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STEP 1 DEEP CLEANSING TOOTHPASTE

STEP 2 WHITENING FINISHER

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)

CREST 3D WHITE BRILLIANCE DAILY CLEANSING AND WHITENING

SYSTEM

stannous fluoride kit

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	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

Route of Administration	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	WATER (UNII: 059QF0KO0R)	
INGR	GLYCERIN (UNII: PDC6A3C00X)	
INGR	HYDROGEN PEROXIDE (UNII: BBX060AN9V)	
INGR	SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
INGR	SUCRALOSE (UNII: 96K6UQ3ZD4)	
INGR	SODIUM HYDROXIDE (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: 1/2026

The Procter & Gamble Manufacturing Company