

CREST 3D WHITE BRILLIANCE- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest® 3D White™

Brilliance Vibrant Peppermint

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.16% 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

glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, flavor, trisodium phosphate, sodium lauryl sulfate, carrageenan, cocamidopropyl betaine, sodium saccharin, PEG-20M or PEG-23M, xanthan gum, sucralose, mica, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,

CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 68 g Tube Carton

24 HR ACTIVE STAIN PREVENTION

MADE WITHOUT GLUTEN

TRAVEL FRIENDLY SIZE

CREST 3DWHITE

BRILLIANCE

100% MORE STAIN REMOVAL

WHITER TEETH IN 3 DAYS

NET WT 2.4 OZ (68 g)

FLUORIDE ANTICAVITY TOOTHPASTE

VIBRANT PEPPERMINT



CREST 3D WHITE BRILLIANCE

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-873
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.6 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
POLYETHYLENE OXIDE 1000000 (UNII: HZ58M6D839)	
POLYETHYLENE OXIDE 900000 (UNII: 16P9295IIL)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	

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:37000-873-04	1 in 1 CARTON	07/06/2015	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-873-08	2 in 1 CELLO PACK	07/06/2015	
2		1 in 1 CARTON		
2		116 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-873-12	3 in 1 CELLO PACK	07/06/2015	

3		1 in 1 CARTON	
3		116 g in 1 TUBE; Type 0: Not a Combination Product	
4	NDC:37000-873-85	1 in 1 CARTON	07/06/2015
4		24 g in 1 TUBE; Type 0: Not a Combination Product	
5	NDC:37000-873-36	24 g in 1 TUBE; Type 0: Not a Combination Product	07/06/2015
6	NDC:37000-873-39	1 in 1 CARTON	01/05/2021
6		110 g in 1 TUBE; Type 0: Not a Combination Product	
7	NDC:37000-873-27	1 in 1 CARTON	01/05/2021
7		76 g in 1 TUBE; Type 0: Not a Combination Product	
8	NDC:37000-873-52	1 in 1 CARTON	02/11/2021
8		147 g in 1 TUBE; Type 0: Not a Combination Product	
9	NDC:37000-873-24	1 in 1 CARTON	07/06/2015
9		68 g in 1 TUBE; Type 0: Not a Combination Product	
10	NDC:37000-873-35	1 in 1 CARTON	07/06/2015
10		99 g in 1 TUBE; Type 0: Not a Combination Product	
11	NDC:37000-873-93	3 in 1 CELLO PACK	07/06/2015
11		1 in 1 CARTON	
11		110 g in 1 TUBE; Type 0: Not a Combination Product	
12	NDC:37000-873-78	1 in 1 CARTON	07/06/2015
12		221 g in 1 TUBE; Type 0: Not a Combination Product	
13	NDC:37000-873-46	1 in 1 CARTON	07/06/2015
13		130 g in 1 TUBE; Type 0: Not a Combination Product	
14	NDC:37000-873-23	2 in 1 CELLO PACK	07/06/2015
14		1 in 1 CARTON	
14		110 g in 1 TUBE; Type 0: Not a Combination Product	
15	NDC:37000-873-34	3 in 1 CARTON	07/06/2015
15		130 g in 1 TUBE; Type 0: Not a Combination Product	
16	NDC:37000-873-42	2 in 1 CARTON	07/06/2015
16		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	07/06/2015	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2025

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