

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

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**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 - 24g Tube Carton

CREST 3D WHITE

BRILLIANCE

VIBRANT PEPPERMINT

EXTRA STRENGTH WHITENING

WHITER TEETH IN 3 DAYS

NET WT 0.85OZ (24 g)

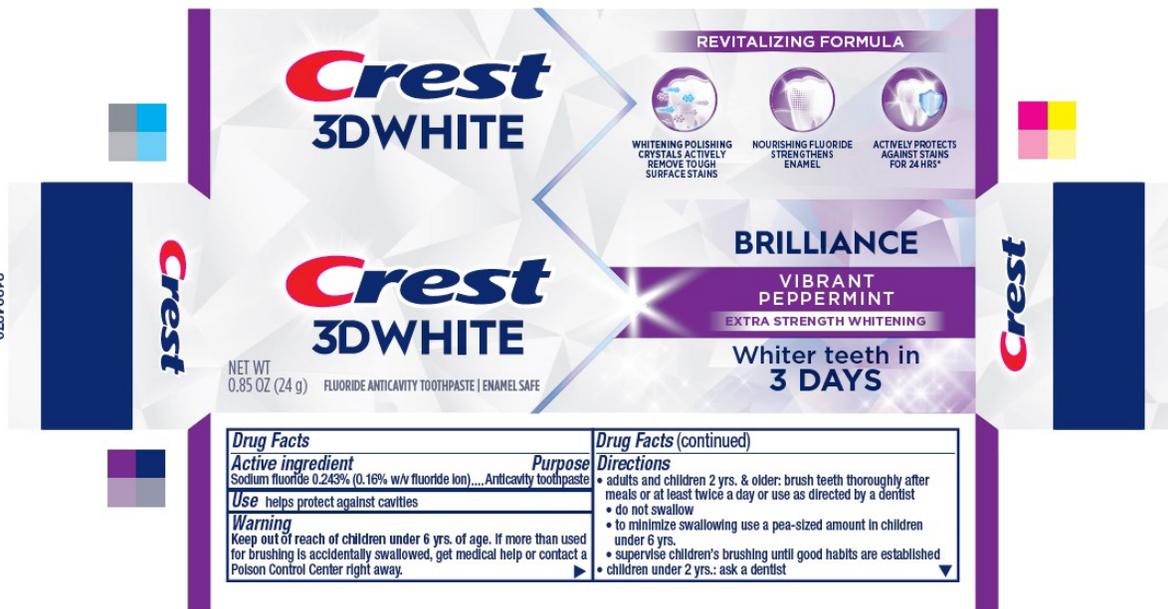
FLUORIDE ANTICAVITY TOOTHPASTE

ENAMEL SAFE

**Drug Facts (continued)**  
**Inactive ingredients** glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, flavor, sodium lauryl sulfate, cocamidopropyl betaine, trisodium phosphate, sodium saccharin, PVP, carrageenan, xanthan gum, sucralose, mica, titanium dioxide  
**Questions?** 1-800-492-7378

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\*surface stains with twice daily brushing



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

## CREST 3D WHITE BRILLIANCE

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-873
<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	1.6 mg in 1 g

**Inactive Ingredients**

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

**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:37000-873-04	1 in 1 CARTON	07/06/2015	12/31/2024
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	12/31/2024
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	12/31/2024
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:37000-873-39	1 in 1 CARTON	01/05/2021	
5		110 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:37000-873-27	1 in 1 CARTON	01/05/2021	
6		76 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:37000-873-52	1 in 1 CARTON	02/11/2021	12/31/2024
7		147 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:37000-873-24	1 in 1 CARTON	07/06/2015	
8		68 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:37000-873-35	1 in 1 CARTON	07/06/2015	
9		99 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:37000-873-93	3 in 1 CELLO PACK	07/06/2015	
10		1 in 1 CARTON		
10		110 g in 1 TUBE; Type 0: Not a Combination Product		
11	NDC:37000-873-78	1 in 1 CARTON	07/06/2015	12/31/2024
11		221 g in 1 TUBE; Type 0: Not a Combination Product		
12	NDC:37000-873-46	1 in 1 CARTON	07/06/2015	
12		130 g in 1 TUBE; Type 0: Not a Combination Product		
13	NDC:37000-873-23	2 in 1 CELLO PACK	07/06/2015	
13		1 in 1 CARTON		
13		110 g in 1 TUBE; Type 0: Not a Combination Product		
14	NDC:37000-873-34	3 in 1 CARTON	07/06/2015	
14		130 g in 1 TUBE; Type 0: Not a Combination Product		
15	NDC:37000-873-42	2 in 1 CARTON	07/06/2015	
15		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: 1/2026

The Procter & Gamble Manufacturing Company