

**CREST COMPLETE MULTI-BENEFIT WHITENING PLUS CINNAMON  
EXPRESSIONS- sodium fluoride paste, dentifrice  
The Procter & Gamble Manufacturing Company**

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**Crest<sup>®</sup>  
Complete  
MULTI-BENEFIT™  
WHITENING + CINNAMON EXPRESSIONS**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243%  
(0.15% w/v fluoride ion)

**Purpose**

Anticavity toothpaste

**Use**

helps protect against cavities

**Warnings**

**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 phosphate, sodium saccharin, carbomer, polysorbate 80, red 40

**Questions?**

1-800-285-3213

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## PRINCIPAL DISPLAY PANEL - 170 g Tube Carton

Fights Cavities, Whitens + Bold Cinnamon Flavor

Crest®

complete

MULTI-BENEFIT™

NET WT 6.0 OZ (170g)

WHITENING +

CINNAMON EXPRESSIONS

cinnamon rush™



## CREST COMPLETE MULTI-BENEFIT WHITENING PLUS CINNAMON EXPRESSIONS

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-943
<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:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>CARBOXYPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	
<b>POLYSORBATE 80</b> (UNII: 6OZP39ZG8H)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZO3QZ)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>SODIUM PHOSPHATE, MONOBASIC, UNSPECIFIED FORM</b> (UNII: 3980JIH2SW)	
<b>FD&amp;C RED NO. 40</b> (UNII: WZB9127XOA)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	

### Product Characteristics

<b>Color</b>	red	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	CINNAMON	<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-943-06	1 in 1 CARTON	07/01/2019	02/01/2023
1		170 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-943-54	1 in 1 CARTON	11/01/2021	
2		170 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	07/01/2019	

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

Revised: 1/2026

The Procter & Gamble Manufacturing Company