

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

**Crest[®]
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

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-943
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
SORBITOL (UNII: 506T60A25R)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SODIUM PHOSPHATE, MONOBASIC, UNSPECIFIED FORM (UNII: 3980JIH2SW)	
FD&C RED NO. 40 (UNII: WZB9127XOA)	
WATER (UNII: 059QF0K00R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

Product Characteristics

Color	red	Score	
Shape		Size	
Flavor	CINNAMON	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-943-06	1 in 1 CARTON	07/01/2019	
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: 1/2025

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