

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

Crest® 3D White® Deep Clean

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.15% 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

water, sorbitol, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, flavor, sodium hydroxide, cellulose gum, sodium saccharin, carbomer, polysorbate 80, mica, titanium dioxide, blue 1

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 116 g Tube Carton

IMPROVED FORMULA

Crest®
3DWHITE™

FLUORIDE ANTICAVITY TOOTHPASTE

NET WT

4.1 OZ (116 g)

ENAMEL SAFE WHITENING

Removes up to 80% of surface stains

EVEN IN HARD TO REACH PLACES

DEEP CLEAN



CREST 3D WHITE DEEP CLEAN

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-944
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)	
SORBITOL (UNII: 506T60A25R)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
MICA (UNII: V8A1AW0880)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-944-41	1 in 1 CARTON	07/01/2019	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-944-82	2 in 1 CARTON	07/01/2019	
2		116 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-944-38	1 in 1 CARTON	07/31/2021	
3		107 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-944-76	2 in 1 CARTON	07/31/2021	
4		107 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

The Procter & Gamble Manufacturing Company