

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

Crest®
3D White™
Charcoal

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

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

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,

CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 116 g Carton

IMPROVED FORMULA

Crest®

3D WHITE™

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

CHARCOAL

A FORMULA TO ACTIVATE A WHITER SMILE*



CREST 3D WHITE CHARCOAL

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-945
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)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WD9LZUD)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
ACTIVATED CHARCOAL (UNII: 2P3VMJ3H10)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SORBITOL (UNII: 506T60A25R)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
MICA (UNII: V8A1AW0880)	

Product Characteristics			
Color	black	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-945-02	2 in 1 CELLO PACK	07/01/2019	
1		1 in 1 CARTON		
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-945-30	1 in 1 CARTON	07/01/2019	
2		85 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-945-41	1 in 1 CARTON	07/02/2019	
3		116 g in 1 TUBE; Type 0: Not a Combination Product		

4	NDC:37000-945-03	3 in 1 CELLO PACK	07/01/2019	
4		1 in 1 CARTON		
4		116 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-945-82	2 in 1 CARTON	01/01/2020	
5		116 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 - Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

Procter & Gamble Manufacturing Company