

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

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**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

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-945
<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	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>CARBOXYPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	
<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WD9LZUD)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>ACTIVATED CHARCOAL</b> (UNII: 2P3VMJ3H10)	
<b>POLYSORBATE 80</b> (UNII: 6OZP39ZG8H)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>MICA</b> (UNII: V8A1AW0880)	

### Product Characteristics

<b>Color</b>	black	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

### 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		
6	NDC:37000-945-27	1 in 1 CARTON	07/01/2019	
6		76 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:37000-945-76	2 in 1 CELLO PACK	07/01/2019	
7		1 in 1 CARTON		
7		108 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:37000-945-38	1 in 1 CARTON	07/01/2019	
8		108 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: 1/2026

Procter & Gamble Manufacturing Company