

**CREST COMPLETE PLUS WHITENING INTENSE FRESHNESS- sodium fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest® Complete plus™**  
**+Whitening Intense Freshness**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243%  
(0.14% 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, sodium lauryl sulfate, flavor, cellulose gum, zinc citrate, alcohol (0.7%), carrageenan, sodium saccharin, glycerin, sodium citrate, polysorbate 80, sodium benzoate, cetylpyridinium chloride, benzoic acid, titanium dioxide, blue 1, yellow 5

**Questions?**

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

**PRINCIPAL DISPLAY PANEL - 153 g Tube Carton**

**Crest®**  
complete

plus™

**+WHITENING**

**INTENSE**

**FRESHNESS**

**intense mint**

NET WT 5.4 OZ (153 g) FLUORIDE TOOTHPASTE



**CREST COMPLETE PLUS WHITENING INTENSE FRESHNESS**

sodium fluoride paste, dentifrice

**Product Information**

|                                |                |                           |               |
|--------------------------------|----------------|---------------------------|---------------|
| <b>Product Type</b>            | HUMAN OTC DRUG | <b>Item Code (Source)</b> | NDC:37000-947 |
| <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      | 1.4 mg in 1 g |

**Inactive Ingredients**

| Ingredient Name   | Strength |
|---|----------|
| <b>SORBITOL</b> (UNII: 506T60A25R)                      |          |
| <b>WATER</b> (UNII: 059QF0KO0R)                         |          |
| <b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)               |          |
| <b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)         |          |
| <b>ZINC CITRATE</b> (UNII: K72I3DEX9B)                  |          |
| <b>ALCOHOL</b> (UNII: 3K9958V90M)                       |          |
| <b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311) |          |
| <b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)                   |          |
| <b>GLYCERIN</b> (UNII: PDC6A3C0OX)                      |          |
| <b>SODIUM CITRATE</b> (UNII: 1Q73Q2JULR)                |          |
| <b>POLYSORBATE 80</b> (UNII: 6OZP39ZG8H)                |          |
| <b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)               |          |
| <b>CETYLPYRIDINIUM CHLORIDE</b> (UNII: D9OM4SK49P)      |          |
| <b>BENZOIC ACID</b> (UNII: 8SKN0B0MIM)                  |          |
| <b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)              |          |
| <b>FD&amp;C BLUE NO. 1</b> (UNII: H3R47K3TBD)           |          |
| <b>FD&amp;C YELLOW NO. 5</b> (UNII: I753WB2F1M)         |          |
| <b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)              |          |

**Product Characteristics**

|                 |                           |                     |  |
|-----------------|---------------------------|---------------------|--|
| <b>Color</b>    | green (with green stripe) | <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:37000-947-54 | 1 in 1 CARTON                                      | 08/01/2019           |                    |
| 1 |                  | 153 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |
| 2 | NDC:37000-947-02 | 2 in 1 CARTON                                      | 08/01/2019           |                    |
| 2 |                  | 153 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |

**Marketing Information**

| Marketing | Application Number or Monograph | Marketing Start | Marketing End |
|-----------|---------------------------------|-----------------|---------------|
|-----------|---------------------------------|-----------------|---------------|

| Category           | Citation | Date       | Date |
|--------------------|----------|------------|------|
| OTC Monograph Drug | M021     | 08/01/2019 |      |

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

Revised: 1/2025

The Procter & Gamble Manufacturing Company