

**CREST BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION-  
sodium fluoride paste, dentifrice  
The Procter & Gamble Manufacturing Company**

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**Crest® Baking Soda & Peroxide**

**Whitening with Tartar Protection**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243% (0.16% 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**

glycerin, hydrated silica, water, propylene glycol, sodium bicarbonate, tetrasodium pyrophosphate, sorbitol, PEG-12, flavor, sodium hydroxide, sodium lauryl sulfate, sodium saccharin, poloxamer 407, xanthan gum, cellulose gum, calcium peroxide, titanium dioxide, blue 1

**Questions?**

1-800-492-7378

Dist. by Procter & Gamble, Cincinnati, OH 45202

## PRINCIPAL DISPLAY PANEL - 161 g Tube Carton

**Crest**®

FLUORIDE ANTICAVITY TOOTHPASTE

**NET WT 5.7 OZ (161 g)**

**BAKING SODA  
& PEROXIDE  
WHITENING**

WITH TARTAR PROTECTION

Fresh Mint



## CREST BAKING SODA AND PEROXIDE WHITENING WITH TARTAR PROTECTION

sodium fluoride paste, dentifrice

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-044
Route of Administration	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.6 mg in 1 g

**Inactive Ingredients**

Ingredient Name	Strength
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)	
<b>SODIUM BICARBONATE</b> (UNII: 8MDF5V39QO)	
<b>SODIUM PYROPHOSPHATE</b> (UNII: O352864B8Z)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>POLYETHYLENE GLYCOL 600</b> (UNII: NL4J9F21N9)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>POLOXAMER 407</b> (UNII: TUF2IVW3M2)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>CALCIUM PEROXIDE</b> (UNII: 7FRO2ENO91)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>FD&amp;C BLUE NO. 1</b> (UNII: H3R47K3TBD)	

**Product Characteristics**

<b>Color</b>	blue	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	WINTERGREEN	<b>Imprint Code</b>	
<b>Contains</b>			

**Packaging**

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-044-07	1 in 1 CARTON	07/01/2013	01/31/2024
1		82 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-044-04	1 in 1 CARTON	07/01/2013	01/31/2024
2		130 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-044-06	1 in 1 CARTON	07/01/2013	12/01/2021
3		181 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-044-08	1 in 1 CARTON	07/01/2013	12/01/2021
		222 g in 1 TUBE; Type 0: Not a Combination Product		

4		232 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-044-13	2 in 1 CARTON	07/01/2013	01/31/2024
5		181 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:37000-044-24	1 in 1 CARTON	07/01/2019	
6		68 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:37000-044-42	1 in 1 CARTON	07/01/2019	
7		119 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:37000-044-57	1 in 1 CARTON	07/01/2019	
8		161 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:37000-044-82	1 in 1 CARTON	07/01/2019	
9		232 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:37000-044-02	2 in 1 CARTON	07/01/2019	
10		161 g in 1 TUBE; Type 0: Not a Combination Product		
11	NDC:37000-044-03	3 in 1 CELLO PACK	07/01/2019	01/31/2024
11		161 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	07/01/2013	

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

Revised: 1/2026

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