

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

Crest 3D White Brilliance Charcoal Mint

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, sodium hydroxide, cellulose gum, 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 - 130 g Carton

LARGE SIZE

CREST 3D WHITE

NEW WT 4.6 OZ (130 g)

FLUORIDE ANTICAVITY TOOTHPASTE

ENAMEL SAFE

BRILLIANCE

CHARCOAL MINT

EXTRA STRENGTH WHITENING

WHITER TEETH IN 3 DAYS

Drug Facts		Drug Facts (continued)
Active ingredient Sodium fluoride (0.245% w/w) (0.19% w/v fluoride ion)	Purpose Anticavity toothpaste	<ul style="list-style-type: none"> do not swallow to minimize swallowing use a pea-sized amount in children under 6 yrs. supervise children's brushing until good habits are established children under 2 yrs: ask a dentist
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.		
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.		Inactive ingredients glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, Borex, sodium lauryl sulfate, cocamidopropyl betaine, trisodium phosphate, sodium saccharin, charcoal powder, PVP, carboxymethylcellulose, sodium monophosphate, titanium dioxide
		Questions? 1-800-482-7378

P&G www.ppg.com
www.crest.com
MADE IN CHINA
CREST, BY PROCTER & GAMBLE,
CINCINNATI, OH 45202
© 2005 P&G



*surface stains with twice daily brushing



CREST 3D WHITE BRILLIANCE CHARCOAL

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-989
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
POVIDONE, UNSPECIFIED (UNII: FZ989GH94E)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
ACTIVATED CHARCOAL (UNII: 2P3VWU3H10)	
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
MICA (UNII: V8A1AW0880)	
SODIUM HEXAMETAPHOSPHATE (UNII: P1BM4ZH95L)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
GLYCERIN (UNII: PDC6A3C0OX)	
XANTHAN GUM (UNII: TTV12P4NEE)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	PEPPERMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-989-39	1 in 1 CARTON	01/01/2021	
1		110 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-989-35	1 in 1 CARTON	01/01/2023	
2		99 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-989-46	1 in 1 CARTON	01/01/2021	
3		130 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	01/01/2021	

Labeler - Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

Procter & Gamble Manufacturing Company