

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

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**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 - 110 g Carton

ACTIVE STAIN PREVENTION\*

**Crest®**

3D WHITE™

FLUORIDE ANTICAVITY TOOTHPASTE

BRILLIANCE

ADVANCED WHITENING

UP TO 90% SURFACE STAIN REMOVAL

CHARCOAL MINT

NET WT 3.9 OZ (110 g)



## CREST 3D WHITE BRILLIANCE CHARCOAL

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-989
<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: H5WWD9LZUD)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	
<b>ACTIVATED CHARCOAL</b> (UNII: 2P3VWU3H10)	
<b>POLYSORBATE 80</b> (UNII: 6OZP39ZG8H)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<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>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	PEPPERMINT	<b>Imprint Code</b>	
<b>Contains</b>			

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-989-39	1 in 1 CARTON	01/01/2021	07/20/2023
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		

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M021	01/01/2021	

Revised: 10/2023

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