

**CREST PREMIUM PLUS ANTI-BACTERIAL- stannous fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest Premium Plus Anti-Bacterial**

***Drug Facts***

**Active ingredient**

Stannous fluoride 0.454% (0.14% w/v fluoride ion)

**Purposes**

Anticavity, antigingivitis toothpaste

**Uses**

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with the harmful effects of plaque associated with gingivitis
- helps control plaque bacteria that contribute to the development of gingivitis

**Warnings**

**Keep out of reach of children.** If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

**Directions**

- adults and children 12 yrs. & older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
- do not swallow
- children under 12 yrs.: ask a dentist

**Other information**

- products containing stannous fluoride may produce surface staining of the teeth
- adequate toothbrushing may prevent these stains which are not harmful or permanent and may be removed by your dentist
- this Crest is specially formulated to help prevent staining
- see your dentist regularly

**Inactive ingredients**

water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, flavor, carrageenan, sodium citrate, xanthan gum, zinc citrate, sodium saccharin, sodium hydroxide, stannous chloride, titanium dioxide

## Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## PRINCIPAL DISPLAY PANEL - 144 g Tube Carton

Crest® plus PREMIUM

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTIGINGIVITIS

NET WT 7.0 OZ (198 g)

ACTIVE FOAM + WHITENING

ANTI-BACTERIAL

HELPS KILL PLAQUE BACTERIA\*

smooth peppermint

TO NEUTRALIZE PLAQUE AROUND THE GUMLINE  
UPGRADE TO CREST PRO-HEALTH  
GUM DETOXIFY

GLUTEN FREE

FIGHTS CAVITIES & FRESHENS BREATH

HELPS KILL PLAQUE BACTERIA THAT LEAD TO GINGIVITIS

0 37000 71078 3

BETTER TOGETHER!

USE WITH ORAL-B IO RECHARGEABLE BRUSH

USE WITH CREST PRO-HEALTH MOUTHWASH

USE WITH ORAL-B GLIDE FLOSS

CLINICALLY PROVEN PRODUCTS.  
USE TOGETHER FOR BETTER PROTECTION.

90472405

ANTI-BACTERIAL

**Crest** plus PREMIUM

NET WT 7.0 OZ (198 g) FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTIGINGIVITIS

ACTIVE FOAM + WHITENING

**ANTI-BACTERIAL**

HELPS KILL PLAQUE BACTERIA\*

SMOOTH PEPPERMINT

RECYCLE READY  
Learn how to recycle at  
crest.com/recycling

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## CREST PREMIUM PLUS ANTI-BACTERIAL

stannous fluoride paste, dentifrice

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-992
Route of Administration	DENTAL		

Active Ingredient/Active Moiety				
Ingredient Name			Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)			FLUORIDE ION	1.4 mg in 1 g
Inactive Ingredients				
Ingredient Name			Strength	
HYDRATED SILICA (UNII: Y607T4G8P9)				
SORBITOL (UNII: 506T60A25R)				
SODIUM CITRATE (UNII: 1Q73Q2JULR)				
ZINC CITRATE (UNII: K72I3DEX9B)				
WATER (UNII: 059QF0KO0R)				
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
SODIUM GLUCONATE (UNII: R6Q3791S76)				
CARRAGEENAN (UNII: 5C69YCD2YJ)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
XANTHAN GUM (UNII: TTV12P4NEE)				
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
STANNOUS CHLORIDE (UNII: 1BQV3749L5)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
Product Characteristics				
Color	white	Score		
Shape		Size		
Flavor	MINT	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-992-70	1 in 1 CARTON	12/31/2020	
1		198 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-992-52	1 in 1 CARTON	12/31/2020	07/12/2023
2		147 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		12/31/2020	

Revised: 1/2026

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