

CREST PREMIUM PLUS ADVANCED WHITENING ACTIVE FOAM- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Premium Plus Advanced Whitening Active Foam

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.15% 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

water, sorbitol, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, flavor, sodium hydroxide, cellulose gum, sodium saccharin, carbomer, polysorbate 80, mica, titanium dioxide, blue 1

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 204 g Tube Carton

Crest plus Premium with flip cap

NET WT 5.2 OZ (147 g)

ANTICAVITY FLUORIDE TOOTHPASTE

ACTIVE FOAM

ADVANCED

WHITENING

REMOVES 5X MORE STAINS

CLEAN MINT



CREST PREMIUM PLUS ADVANCED WHITENING ACTIVE FOAM

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-993
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
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WVD9LZUD)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CARBOXPOLYMETHYLENE (UNII: 0A5MM307FC)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-993-72	1 in 1 CARTON	01/01/2021	
1		204 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-993-52	1 in 1 CARTON	01/01/2021	
2		147 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-993-35	3 in 1 CARTON	01/01/2021	01/01/2023
3		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	01/01/2021	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

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