

CREST PREMIUM PLUS DEEP CLEAN ACTIVE FOAM- sodium fluoride paste, dentifrice

The Procter & Gamble Manufacturing Company

Crest Premium Plus Deep Clean 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

sorbitol, water, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, flavor, sodium hydroxide, xanthan gum, sodium saccharin, cellulose gum, carbomer, 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
ANTICAVITY FLUORIDE TOOTHPASTE

NET WT 7.2 OZ (204 g)

ACTIVE FOAM

+ WHITENING

DEEP CLEAN

WHITENS & PREVENTS TARTAR BUILDUP

foaming mint



CREST PREMIUM PLUS DEEP CLEAN ACTIVE FOAM			
sodium fluoride paste, dentifrice			
Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-994
Route of Administration	DENTAL		
Active Ingredient/Active Moiety			
Ingredient Name		Basis of Strength	Strength

SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g
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Inactive Ingredients

Ingredient Name	Strength
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
WATER (UNII: 059QF0KO0R)	
SORBITOL (UNII: 506T60A25R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
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:37000-994-72	1 in 1 CARTON	01/07/2021	
1		204 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-994-52	1 in 1 CARTON	01/07/2021	
2		147 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-994-15	3 in 1 CELLO PACK	01/01/2023	
3		1 in 1 CARTON		
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	01/07/2021	

Revised: 1/2026

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