**CREST PREMIUM PLUS SENSITIVITY ACTIVE FOAM- sodium fluoride and potassium nitrate paste, dentifrice**
**The Procter & Gamble Manufacturing Company**

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**Crest Premium Plus Sensitivity Active Foam + Whitening**

***Drug Facts***

| ***Active ingredients*** | ***Purpose*** |
|---|---|
| Potassium nitrate 5% | Toothpaste for sensitive teeth |
| Sodium fluoride 0.243% (0.14% w/v fluoride ion) | Toothpaste for cavity prevention |

**Uses**

- when used regularly, builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- aids in the prevention of cavities

**Warnings**

**When using this product** do not use longer than four weeks unless recommended by a dentist.

**Stop use and ask a dentist if** problem lasts or gets worse. Sensitive teeth may indicate a serious problem that may need prompt care.

**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**

- do not swallow
- 12 yrs. & older: Apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.
- do not use in children under 12 yrs.

**Inactive ingredients**

water, hydrated silica, glycerin, sorbitol, sodium lauryl sulfate, trisodium phosphate, flavor, cellulose gum, alcohol (0.7%), sodium saccharin, xanthan gum, polysorbate 80, sodium benzoate, cetylpyridinium chloride, benzoic acid, titanium dioxide, blue 1

**Questions?**

**1-800-492-7378**

Dist. by Procter & Gamble, Cincinnati, OH 45202

**PRINCIPAL DISPLAY PANEL - 147 g Tube Carton**

***Crest***® plus

PREMIUM

TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

NET WT 5.2 OZ (147 g)

ACTIVE FOAM

+WHITENING

SENSITIVE

MAXIMUM STRENGTH*

SENSITIVITY RELIEF

soothing mint


## CREST PREMIUM PLUS SENSITIVITY ACTIVE FOAM

sodium fluoride and potassium nitrate paste, dentifrice

| Product Information | | | |
|---|---|---|---|
| **Product Type** | HUMAN OTC DRUG | **Item Code (Source)** | NDC:37000-995 |
| **Route of Administration** | DENTAL | | |

## Active Ingredient/Active Moiety

| Ingredient Name | Basis of Strength | Strength |
|---|---|---|
| **POTASSIUM NITRATE** (UNII: RU45X2JN0Z) (NITRATE ION - UNII:T93E9Y2844) | POTASSIUM NITRATE | 50 mg in 1 g |
| **SODIUM FLUORIDE** (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION | 1.4 mg in 1 g |

## Inactive Ingredients

| Ingredient Name | Strength |
|---|---|
| **CETYLPYRIDINIUM CHLORIDE** (UNII: D9OM4SK49P) | |
| **BENZOIC ACID** (UNII: 8SKN0B0MIM) | |
| **TITANIUM DIOXIDE** (UNII: 15FIX9V2JP) | |
| **FD&C BLUE NO. 1** (UNII: H3R47K3TBD) | |
| **SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS** (UNII: SX01TZO3QZ) | |
| **WATER** (UNII: 059QF0KO0R) | |
| **HYDRATED SILICA** (UNII: Y6O7T4G8P9) | |
| **GLYCERIN** (UNII: PDC6A3C0OX) | |
| **SORBITOL** (UNII: 506T60A25R) | |
| **SODIUM LAURYL SULFATE** (UNII: 368GB5141J) | |
| **CARBOXYMETHYLCELLULOSE SODIUM** (UNII: K679OBS311) | |
| **ALCOHOL** (UNII: 3K9958V90M) | |
| **XANTHAN GUM** (UNII: TTV12P4NEE) | |
| **SACCHARIN SODIUM** (UNII: SB8ZUX40TY) | |
| **POLYSORBATE 80** (UNII: 6OZP39ZG8H) | |
| **SODIUM BENZOATE** (UNII: OJ245FE5EU) | |

## 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:37000-995-70 | 1 in 1 CARTON | 01/07/2021 | |
| **1** | | 198 g in 1 TUBE; Type 0: Not a Combination Product | | |
| **2** | NDC:37000-995-52 | 1 in 1 CARTON | 01/07/2021 | |
| **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 | 01/07/2021 | |

## Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026 The Procter & Gamble Manufacturing Company