

**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***

<b><i>Active ingredients</i></b>	<b><i>Purpose</i></b>
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

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-995
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

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

**Inactive Ingredients**

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

**Product Characteristics**

<b>Color</b>	blue	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>	MINT	<b>Imprint Code</b>	
<b>Contains</b>			

**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		
3	NDC:37000-995-60	1 in 1 CARTON	01/07/2021	
3		170 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: 2/2025

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