

**CREST COMPLETE PLUS WHITENING DEEP CLEAN- sodium fluoride paste, dentifrice**

**The Procter & Gamble Manufacturing Company**

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**Crest Complete plus Whitening Deep Clean**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243%  
(0.15% w/v fluoride ion)

**Purpose**

Anticavity toothpaste

**Use**

helps protect against cavities

**Warnings**

**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 - 153 g Carton

**Crest**®

complete

plus™

NET WT 5.4 OZ (153 g)

ANTICAVITY FLUORIDE TOOTHPASTE  
+ WHITENING

DEEP CLEAN

UP TO 2X DEEPER CLEAN FEELING\*

effervescent mint



## CREST COMPLETE PLUS WHITENING DEEP CLEAN

sodium fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-911
<b>Route of Administration</b>	DENTAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<b>SODIUM FLUORIDE</b> (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

**Inactive Ingredients**

Ingredient Name	Strength
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>SODIUM ACID PYROPHOSPHATE</b> (UNII: H5WWD9LZUD)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>CARBOXYPOLYMETHYLENE</b> (UNII: 0A5MM307FC)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>FD&amp;C BLUE NO. 1</b> (UNII: H3R47K3TBD)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)	

**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:69423-911-54	1 in 1 CARTON	01/01/2021	
1		153 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-911-02	2 in 1 CARTON	01/01/2021	
2		153 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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