

**CREST 3D WHITE CHARCOAL- sodium fluoride paste, dentifrice**  
**Procter & Gamble Manufacturing Company**

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**Crest 3D White Charcoal**

***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**

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

**Questions?**

**1-800-492-7378**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

# PRINCIPAL DISPLAY PANEL - 107 g Carton

## IMPROVED FORMULA

**Crest®**

3D WHITE™

FLUORIDE ANTICAVITY TOOTHPASTE

NET WT 3.8 OZ (107 g)

ENAMEL SAFE WHITENING

CHARCOAL

Removes up to  
90% of surface stains

STARTS WHITENING

AFTER 1 BRUSH



## CREST 3D WHITE CHARCOAL

sodium fluoride paste, dentifrice

### Product Information

**Product Type**

HUMAN OTC DRUG

**Item Code (Source)**

NDC:69423-892

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

### Inactive Ingredients

Ingredient Name	Strength
CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
ACTIVATED CHARCOAL (UNII: 2P3VWUJ3H10)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
WATER (UNII: 059QF0KO0R)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SORBITOL (UNII: 506T60A25R)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
MICA (UNII: V8A1AW0880)	

### Product Characteristics

Color	black	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-892-76	2 in 1 CELLO PACK	04/26/2021	
1		1 in 1 CARTON		
1		107 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-892-38	1 in 1 CARTON	04/26/2021	
2		107 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-892-27	1 in 1 CARTON	04/26/2021	
3		76 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	04/26/2021	

**Labeler** - Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

Procter & Gamble Manufacturing Company