

CREST COMPLETE PLUS WHITENING- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Complete plus Whitening

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, polysorbate 80, citric acid, sodium benzoate, potassium sorbate, mica, titanium dioxide, blue 1

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 153 g Carton



Crest® plus

complete

NET WT/PESO NETO 5.4 OZ (153 g)

FLUORIDE TOOTHPASTE / PASTA DENTAL CON FLUORURO

EXTRA WHITENING

with tartar protection

A WHITER SMILE IN ONE TUBE*

clean mint

menta refrescante

CREST COMPLETE PLUS WHITENING

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-894
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
CITRIC ACID MONOHYDRATE (UNII: 2968PHW8QP)	
SODIUM BENZOATE (UNII: OJ245FE5EU)	
POTASSIUM SORBATE (UNII: 1VPU26JZZ4)	
MICA (UNII: V8A1AW0880)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WWD9LZUD)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYPOLYMETHYLENE (UNII: 0A5MM307FC)	
SORBITOL (UNII: 506T60A25R)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
WATER (UNII: 059QF0K00R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-894-54	1 in 1 CARTON	05/31/2022	
1		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	05/31/2022	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2025

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