

CREST 3D WHITE BRILLIANCE PRO ENAMEL PROTECT- sodium fluoride paste, dentifrice

The Procter & Gamble Manufacturing Company

Crest 3D White Brilliance Pro Enamel Protect

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.16% w/v fluoride ion)

Purpose

Anticavity toothpaste

Use

helps protect against cavities

Warning

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

glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, flavor, sodium lauryl sulfate, carrageenan, cocamidopropyl betaine, trisodium phosphate, sodium saccharin, xanthan gum, sucralose, mica, titanium dioxide

Questions?

1-800-492-7378

Dist. by Procter & Gamble,
Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 110 g Tube Carton

LARGE SIZE

CREST

3D WHITE

fluoride anticavity toothpaste

enamel safe

BRILLIANCE

100%

MORE STAIN

REMOVAL*

ENAMEL PROTECT

NT WT 3.9 OZ (110 g)



LARGE SIZE



2

NET WT 3.9 OZ (110 g)

FLUORIDE ANTICAVITY TOOTH PASTE | BRANMEL SAFE



ENAMEL PROTECT

LARGE SIZE

USE TOGETHER TO
START SEEING A
WHITER SMILE
AFTER 1 DAY

USE WITH
ORAL-B IO
ELECTRIC BRUSH



+

USE WITH
CREST 3DWHITE
MOUTHWASH



+

USE WITH
CREST
3DWHITESTRIPS



Crest
3DWHITE

FLUORIDE ANTICAVITY TOOTHPASTE
ENAMEL SAFE

BRILLIANCE

**100%
MORE STAIN
REMOVAL***

ENAMEL PROTECT

NET WT 3.9 OZ (110 g)

21213077



Drug Name	Active ingredient	Formulation
Acetylsalicylic acid	Aspirin	Tablets
Acetaminophen	Paracetamol	Tablets
Chlorzoxazone	Flexeril	Tablets
Diclofenac sodium	Voltaren	Tablets
Ethorhizone	Endone	Tablets
Hydrocodone bitartrate	Hydrocodone	Tablets
Ibuprofen	Advil	Tablets
Mefenamic acid	Ponstan	Tablets
Nitroglycerin	Nitro	Tablets
Propoxyphene napsylate	Endone	Tablets
Salicylic acid	Aspirin	Tablets
Valproic acid	Depakene	Tablets

[illegible]

**Published in a regular feature*



CREST 3D WHITE BRILLIANCE PRO ENAMEL PROTECT

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-750
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.6 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
GLYCERIN (UNII: PDC6A3C0OX)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
MICA (UNII: V8A1AW0880)	

Product Characteristics

Color	white (w/teal gel stripe)	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-750-03	1 in 1 CARTON	01/26/2023	
1		85 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-750-20	3 in 1 CELLO PACK	01/26/2023	
2		1 in 1 CARTON		
2		85 g in 1 TUBE; Type 0: Not a Combination		

2		Product		
3	NDC:69423-750-39	1 in 1 CARTON	01/26/2023	
3		110 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	01/26/2023	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

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