

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

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**Crest 3D White Advanced Charcoal**

***Drug Facts***

**Active ingredient**

Sodium fluoride 0.243% (0.15% 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**

water, sorbitol, hydrated silica, disodium pyrophosphate, sodium lauryl sulfate, sodium hydroxide, flavor, 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 Tube Carton

Crest

3D WHITE

NET WT

3.8 OZ (107 g)

FLUORIDE ANTICAVITY TOOTHPASTE

ENAMEL SAFE WHIENENING

ADVANCED

CHARCOAL

REMOVES 90%

MORE SUFACE STAINS\*

STARTS WHITENING AFTER 1 BRUSH



## CREST 3D WHITE ADVANCED CHARCOAL

sodium fluoride paste, dentifrice

### Product Information

Product Type

HUMAN OTC DRUG

Item Code (Source)

NDC:69423-767

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
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
POLYSORBATE 80 (UNII: 6OZP39ZG8H)	
SODIUM ACID PYROPHOSPHATE (UNII: H5WD9LZUD)	
SORBITOL (UNII: 506T60A25R)	
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
CARBOXPOLYMETHYLENE (UNII: 0A5MM307FC)	
ACTIVATED CHARCOAL (UNII: 2P3VWU3H10)	

### 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:69423-767-28	2 in 1 CELLO PACK	02/17/2023	
1		1 in 1 CARTON		
1		76 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-767-38	1 in 1 CARTON	02/17/2023	
2		107 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-767-76	2 in 1 CARTON	02/17/2023	
3		107 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:69423-767-27	1 in 1 CARTON	02/17/2023	
4		76 g in 1 TUBE; Type 0: Not a Combination Product		

5	NDC:69423-767-29	3 in 1 CELLO PACK	02/17/2023	07/19/2023
5		1 in 1 CARTON		
5		76 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:69423-767-39	3 in 1 CELLO PACK	02/17/2023	
6		1 in 1 CARTON		
6		107 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:69423-767-24	1 in 1 CARTON	02/17/2023	
7		68 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:69423-767-33	2 in 1 CARTON	04/01/2023	
8		93 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:69423-767-03	1 in 1 CARTON	02/17/2023	
9		93 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:69423-767-66	1 in 1 CARTON	04/01/2025	
10		187 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	02/17/2023	

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

Revised: 1/2026

The Procter & Gamble Manufacturing Company