

**CREST 3D WHITE BRILLIANCE LUMINOUS PURPLE- sodium fluoride paste, dentifrice**

**The Procter & Gamble Manufacturing Company**

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**Crest 3D White Brilliance Luminous Purple**

***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**

glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, flavor, sodium lauryl sulfate, cocamidopropyl betaine, trisodium phosphate, sodium saccharin, PVP, carrageenan, xanthan gum, sucralose, mica, titanium dioxide, red 40, blue 1

**Questions?**

1-800-492-7378

DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202



<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-787
<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	1.6 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>SODIUM POLYMETAPHOSPHATE</b> (UNII: P1BM4ZH95L)	
<b>FD&amp;C RED NO. 40</b> (UNII: WZB9127XOA)	
<b>POLYETHYLENE GLYCOL 300</b> (UNII: 5655G9Y8AQ)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)	
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>POVIDONE, UNSPECIFIED</b> (UNII: FZ989GH94E)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>FD&amp;C BLUE NO. 1</b> (UNII: H3R47K3TBD)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>MICA</b> (UNII: V8A1AW0880)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS</b> (UNII: SX01TZO3QZ)	

### Product Characteristics

<b>Color</b>	purple	<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:69423-787-85	1 in 1 CARTON	06/15/2022	
1		24 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-787-46	1 in 1 CARTON	06/15/2022	
2		131 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-787-35	1 in 1 CARTON	06/15/2022	

3		99 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:69423-787-34	3 in 1 CARTON	06/15/2022	
4		130 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:69423-787-13	2 in 1 CARTON	06/15/2022	12/31/2024
5		130 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	06/15/2022	

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

Revised: 1/2026

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