**CREST GUM DETOXIFY- stannous fluoride paste, dentifrice**
**The Procter & Gamble Manufacturing Company**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Crest®**
**Gum Detoxify ®**

## Drug Facts

Active ingredient

Stannous fluoride 0.454%

(0.14% w/v fluoride ion)

## Purposes

Anticavity, antigingivitis toothpaste

## Uses

- aids in the prevention of cavities
- helps prevent gingivitis
- helps interfere with the harmful effects of plaque associated with gingivitis
- helps control plaque bacteria that contribute to the development of gingivitis

## Warning

**Keep out of reach of children under 12 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 12 yrs. of age and older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
- do not swallow
- children under 12 yrs. of age: ask a dentist

## Other information

- products containing stannous fluoride may produce surface staining of the teeth
- adequate toothbrushing may prevent these stains which are not harmful or permanent and may be

removed by your dentist

- this Crest is specially formulated to help prevent staining
- see your dentist regularly

## Inactive ingredients

water, sorbitol, hydrated silica, sodium lauryl sulfate, carrageenan, sodium gluconate, flavor, xanthan gum, zinc citrate, stannous chloride, sodium saccharin, sodium hydroxide, sucralose, titanium dioxide

**Questions?**

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,

CINCINNATI, OH 45202

**Principal Display Panel - 24 g tube in carton**

***Crest***®

**Gum**

Detoxify®

FLUORIDE TOOTHPASTE FOR

ANTICAVITY AND ANTIGINGIVITIS

Neutralizes plaque bacteria,
even around the gum line

DEEP CLEAN

NET WT 0.85 OZ (24 g)


## CREST GUM DETOXIFY

stannous fluoride paste, dentifrice

| Product Information | | | |
|---|---|---|---|
| **Product Type** | HUMAN OTC DRUG | **Item Code (Source)** | NDC:37000-481 |
| **Route of Administration** | DENTAL | | |

| Active Ingredient/Active Moiety | | |
|---|---|---|
| **Ingredient Name** | **Basis of Strength** | **Strength** |
| **STANNOUS FLUORIDE** (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION | 1.4 mg in 1 g |

| Inactive Ingredients | |
|---|---|
| **Ingredient Name** | **Strength** |
| **SUCRALOSE** (UNII: 96K6UQ3ZD4) | |
| **STANNOUS CHLORIDE** (UNII: 1BQV3749L5) | |
| **WATER** (UNII: 059QF0KO0R) | |
| **HYDRATED SILICA** (UNII: Y6O7T4G8P9) | |
| **CARRAGEENAN** (UNII: 5C69YCD2YJ) | |
| **SODIUM GLUCONATE** (UNII: R6Q3791S76) | |
| **XANTHAN GUM** (UNII: TTV12P4NEE) | |
| **ZINC CITRATE** (UNII: K72I3DEX9B) | |
| **SODIUM LAURYL SULFATE** (UNII: 368GB5141J) | |
| **SORBITOL** (UNII: 506T60A25R) | |
| **SODIUM HYDROXIDE** (UNII: 55X04QC32I) | |
| **SACCHARIN SODIUM** (UNII: SB8ZUX40TY) | |
| **TITANIUM DIOXIDE** (UNII: 15FIX9V2JP) | |

| Product Characteristics | | | |
|---|---|---|---|
| **Color** | white | **Score** | |
| **Shape** | | **Size** | |
| **Flavor** | SPEARMINT | **Imprint Code** | |
| **Contains** | | | |

| Packaging | | | | |
|---|---|---|---|---|
| **#** | **Item Code** | **Package Description** | **Marketing Start Date** | **Marketing End Date** |
| **1** | NDC:37000-481-01 | 1 in 1 CARTON | 08/01/2017 | |
| **1** | | 24 g in 1 TUBE; Type 0: Not a Combination Product | | |
| **2** | NDC:37000-481-41 | 1 in 1 CARTON | 01/29/2018 | |
| **2** | | 116 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 final | part355 | 08/01/2017 | |

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

Revised: 1/2018 The Procter & Gamble Manufacturing Company