

CREST SENSITIVITY COMPLETE PROTECTION- 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.

Crest[®] Sensitivity Complete Protection

Drug Facts

Active ingredient

Stannous fluoride 0.454% (0.16% w/v fluoride ion)

Purposes

Anticavity, antigingivitis, antisensitivity 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
- builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact

Warnings

When using this product do not use for sensitivity longer than four weeks unless recommended by a dentist.

Stop use and ask a dentist if the sensitivity problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care.

Keep out of reach of children. 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. & older: apply at least a 1-inch strip of the product onto a soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.
- do not swallow

- children under 12 yrs.: 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

glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, PEG-6, water, zinc lactate, water, flavor, trisodium phosphate, sodium lauryl sulfate, sodium gluconate, carrageenan, sodium saccharin, xanthan gum, blue 1

Questions?

1-800-492-7378

Dist. by Procter & Gamble,
Cincinnati, OH 45202

PRINCIPAL DISPLAY PANEL - 170g Tube Carton

Crest®

PRO-HEALTH
SENSITIVITY

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

NET WT 6.0 OZ (170 g)

REPAIRS* PAINFUL SENSITIVITY

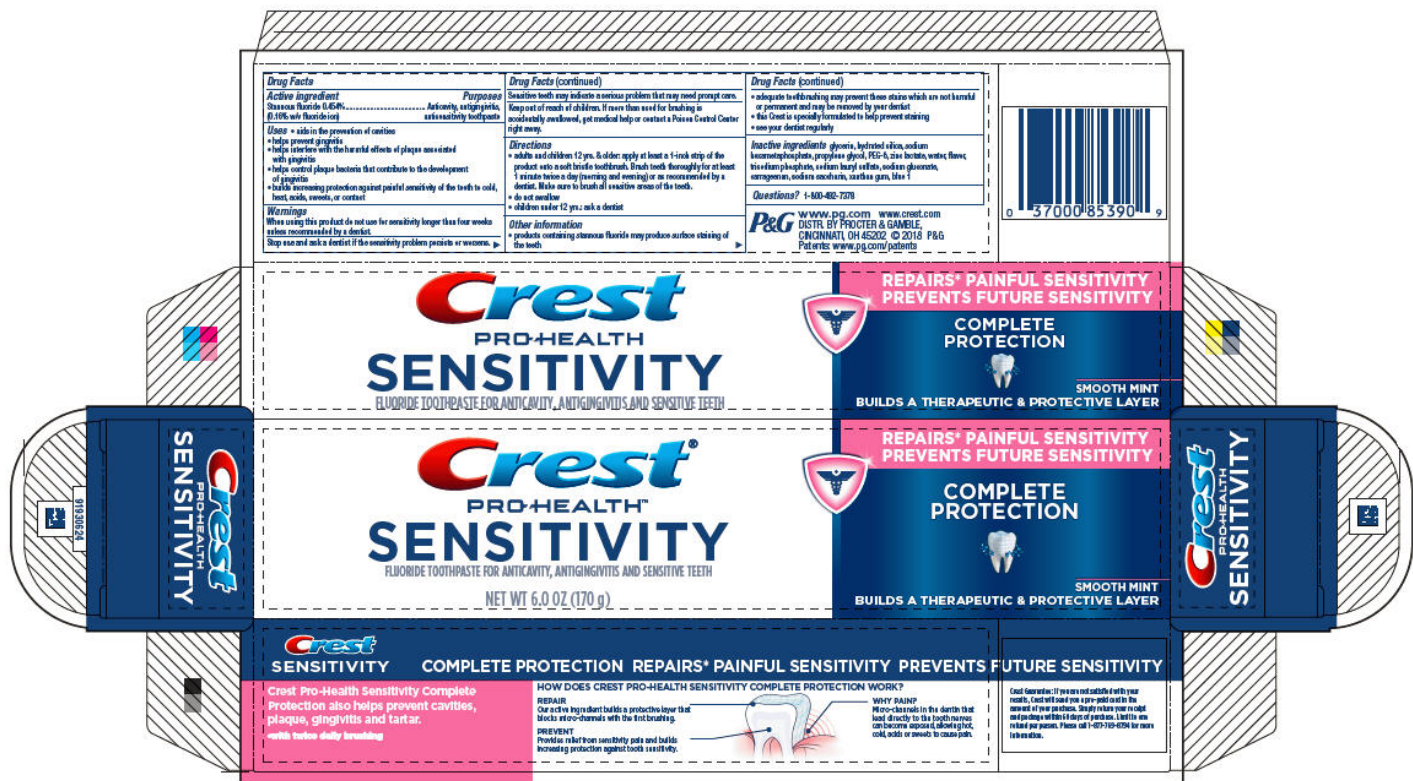
PREVENTS FUTURE SENSITIVITY

COMPLETE

PROTECTION

SMOOTH MINT

BUILDS A THERAPEUTIC & PROTECTIVE LAYER



CREST SENSITIVITY COMPLETE PROTECTION

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Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-899
Route of Administration	DENTAL		
Active Ingredient/Active Moiety			
Ingredient Name		Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)		FLUORIDE ION	1.6 mg in 1 g
Inactive Ingredients			
Ingredient Name			Strength
GLYCERIN (UNII: PDC6A3C0OX)			
HYDRATED SILICA (UNII: Y607T4G8P9)			
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)			
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)			
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)			
WATER (UNII: 059QF0KO0R)			
ZINC LACTATE (UNII: 2GXR25858Y)			
SODIUM LAURYL SULFATE (UNII: 368GB5141J)			
SODIUM GLUCONATE (UNII: R6Q3791S76)			
CARRAGEENAN (UNII: 5C69YCD2YJ)			
SACCHARIN SODIUM (UNII: SB8ZUX40TY)			

XANTHAN GUM (UNII: TTV12P4NEE)

FD&C BLUE NO. 1 (UNII: H3R47K3TBD)

SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)

Product Characteristics

Color	green	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-899-35	1 in 1 CARTON	01/16/2018	09/02/2020
1		99 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-899-06	1 in 1 CARTON	01/16/2018	
2		170 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	01/16/2018	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 5/2023

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