

**CREST PRO-HEALTH ADVANCED ANTIBAC PROTECTION- stannous fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Advanced Antibac Protection**

**Drug Facts**

Active ingredient

Stannous fluoride 0.454%

(0.15% 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

**Warning**

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 sensitivity problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care.

**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. of age: ask a dentist

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.

**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, sodium gluconate, carrageenan, flavor, sodium citrate, xanthan gum, zinc citrate, sodium saccharin, sodium hydroxide, stannous chloride, sucralose, titanium dioxide

### **Questions?**

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

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

CREST

PRO-HEALTH

FLUORIDE TOOTHPASTE FOR

ANTICAVITY AND ANTIGINGIVITIS AND SENSITIVE TEETH

NET WT 5.0 OZ (141 g)

... CAVITIES

... GINGIVITIS

... ENAMEL

... SENSITIVITY

... PLAQUE

... TARTAR

... WHITENING

... FRESHENS

BREATH

DENTIST DESIGNED

CLINICALLY PROVEN

ADVANCED

ANTIBACTERIAL PROTECTION

MINT BURST

100% WHOLE MOUTH PROTECTION

24 HOUR ANTI-BAC PROTECTION

Drug Facts	Purposes	Drug Facts (continued)	Drug Facts (continued)
<b>Active ingredient</b> Stannous fluoride 0.454% (0.13% with fluoride ion)	Anticavity, antigingivitis, antibacterial toothpaste	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.	• use your dentifrice regularly <b>Inactive ingredients</b> water, xanthan gum, sodium lauryl sulfate, sodium gluconate, croscarmellose, zinc, sodium citrate, sodium phosphate, sodium hydroxide, stannous chloride, sucralose, flavor: diacetyl
<b>Directions</b> • aids in the prevention of cavities • helps tartar control • helps whiten teeth • helps control plaque bacteria that contribute to the development of gingivitis • helps increase protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact	<b>Warnings</b> 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 special care.	<b>Directions</b> • adults and children 12 yrs. & older: apply at least a 1-inch strip of the product onto a wet 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. of age: ask a dentist.	<b>Questions?</b> 1-800-994-4158 *Clinically proven on plaque, gingivitis, and sensitivity benefits **Protects against plaque bacteria that lead to gingivitis with twice daily brushing †Helps prevent plaque bacteria that can cause gingivitis; among Stannous Fluoride toothpastes vs Sodium Fluoride. With Twice Daily Brushing ‡Right plaque bacteria associated with gingivitis
<b>Other information</b> • 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	DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202 www.pg.com www.crest.com Patents: www.pg.com/patents © 2023 P&G		



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**BETTER TOGETHER!**

USE WITH ORAL-B TO RECHARGEABLE BRUSH + USE WITH CREST PRO-HEALTH MOUTHWASH + USE WITH ORAL-B GLIDE FLOSS



CLINICALLY PROVEN PRODUCTS.  
**USE TOGETHER FOR BETTER PROTECTION.**



NET WT 5.0 OZ (141 g) FLUORIDE-TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

- ✓ CAVITIES
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ SENSITIVITY
- ✓ PLAQUE
- ✓ TARTAR
- ✓ WHITENING
- ✓ FRESHENS BREATH

**ADVANCED ANTIBACTERIAL PROTECTION<sup>®</sup> MINT BURST**

100% WHOLE MOUTH PROTECTION.  
 24 HOUR ANTI-BAC PROTECTION\*\*.

UPGRADE TO CREST PRO-HEALTH GUM DETOXIFY TO NEUTRALIZE PLAQUE AROUND THE GUMLINE



SOME TOOTHPASTES STOP WORKING AFTER YOU BRUSH. CREST PRO-HEALTH PROTECTS FOR 24 HOURS



## CREST PRO-HEALTH ADVANCED ANTIBAC PROTECTION

stannous fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-820
<b>Route of Administration</b>	DENTAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>STANNOUS FLUORIDE</b> (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>STANNOUS CHLORIDE</b> (UNII: 1BQV3749L5)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)	

<b>SODIUM GLUCONATE</b> (UNII: R6Q3791S76)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>ZINC CITRATE</b> (UNII: K72I3DEX9B)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM CITRATE</b> (UNII: 1Q73Q2JULR)	

### Product Characteristics

<b>Color</b>	white	<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:69423-820-50	1 in 1 CARTON	12/18/2023	
1		141 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	12/18/2023	

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

Revised: 12/2023

The Procter & Gamble Manufacturing Company