

**CREST PRO HEALTH GUM AND SENSITIVITY ALL DAY PROTECTION- stannous fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Advanced Antibacterial Protection**

**Drug Facts**

Active ingredient

Stannous fluoride 0.454%

(0.14% 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

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. 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, 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

NET WT 0.85OZ (24g)

FLUORIDE TOOTHPASTE FOR ANTICAVITY ,

ANTINGIVITIS AND SENSITIVE TEETH

SENSITIVE

AND

GUM

Starts soothing immediately

for lasting relief within days

& strengthens gums

ALL DAY PROTECTION

PREVENTS HARMFUL OXIDANTS

BY REVERSING GINGIVITIS

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0 30772 113875 5



- Helps prevent cavities
- Helps prevent/reduce plaque
- Helps prevent/reduce gingivitis
- Helps reduce tooth sensitivity

\*Sensitivity relief with twice daily brushing

<p><b>Drug Facts (continued)</b></p> <p><b>Directions</b> • adults and children 12 yrs. &amp; older: apply at least a 1-teeth strip of the product onto a wet 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</p> <p><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 • see your dentist regularly</p>	<p><b>Drug Facts (continued)</b></p> <p><b>Inactive Ingredients</b> water, sorbitol, hydrated silica, sodium gluconate, sodium lauryl sulfate, carrageenan, sodium citrate, flavor, sodium gum, carboxystyrene butadiene zinc citrate, sodium hydroxide, stannous chloride, sodium ascorbate, saccharin, Sorbitan disulfate</p> <p><b>Questions?</b> 1-800-994-4199</p>
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**SENSITIVE AND GUM**  
 Starts soothing immediately for lasting relief within days & strengthens gums\*  
**ALL DAY PROTECTION\***



<p><b>Drug Facts</b></p> <p><b>Active Ingredient</b>                  Stannous fluoride 0.45-0% (0.15% w/v fluoride ion)</p> <p><b>Purpose</b>                  Anticavity, anti-gingivitis, anti-sensitivity toothpaste</p> <p><b>Uses</b></p> <ul style="list-style-type: none"> <li>• aids in the prevention of cavities</li> <li>• helps prevent gingivitis</li> <li>• helps interfere with the harmful effects of plaque associated with gingivitis</li> <li>• helps control plaque bacteria that contribute to the development of gingivitis</li> </ul>	<p><b>Drug Facts (continued)</b></p> <p>• helps increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets, or contact</p> <p><b>Warnings</b></p> <p>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.</p>
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# CREST PRO HEALTH GUM AND SENSITIVITY ALL DAY PROTECTION

stannous fluoride paste, dentifrice

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-821
<b>Route of Administration</b>	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: Y607T4G8P9)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ZINC CITRATE (UNII: K72I3DEX9B)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SORBITOL (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:69423-821-85	1 in 1 CARTON	12/18/2023	
1		24 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: 11/2023

The Procter & Gamble Manufacturing Company