

**CREST PRO-HEALTH GUM AND BACTERIA SHIELD- stannous fluoride paste, dentifrice**

**The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Gum and Bacteria Shield**

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

## **Questions?**

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## **Principal Display Panel - 116 g tube in carton**

**Crest®**

PRO-HEALTH™

FLUORIDE TOOTHPASTE FOR  
ANTICAVITY AND ANTIGINGIVITIS

Gum

AND

BACTERIA

SHIELD

Helps shield  
plaque bacteria  
that leads  
to gingivitis.

Clinically proven

healthier gums.

FRESH MINT

NET WT 4.1 OZ (116 g)



**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
<b>STANNOUS FLUORIDE</b> (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.4 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: Y6O7T4G8P9)	
<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)	

**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:69423-915-41	1 in 1 CARTON	01/22/2021	
1		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 Drug	M021	01/22/2021	

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

Revised: 10/2023

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