

CREST PRO-HEALTH COMPLETE PROTECTION BACTERIA SHIELD- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Pro-Health Complete Protection Bacteria Shield

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.

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

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

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 113 g tube in carton

Crest®

PRO-HEALTH™

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

NET WT 4.0 OZ (113 g)

CAVITIES GINGIVITIS ACID EROSION** SENSITIVITY PLAQUE TARTAR WHITENING
FRESHENS BREATH

ANTI-BAC 24 HOUR PROTECTION*

COMPLETE PROTECTION

BACTERIA SHIELD

*Protects against plaque bacteria that lead to gingivitis with twice daily brushing



CREST PRO-HEALTH COMPLETE PROTECTION BACTERIA SHIELD

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-916
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: Y607T4G8P9)	
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		MINT	Imprint Code	
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-916-40	1 in 1 CARTON	01/22/2021	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-916-85	1 in 1 CARTON	01/22/2021	
2		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	01/22/2021	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

The Procter & Gamble Manufacturing Company