

**CREST PRO-HEALTH COMPLETE PROTECTION INTENSIVE CLEAN PLUS  
WHITENING- stannous fluoride paste, dentifrice  
The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Complete Protection Intensive Clean + Whitening**

**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. 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

INTENSIVE CLEAN + WHITENING

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

**COMPLETE PROTECTION**

**INTENSIVE CLEAN + WHITENING**

**24 HOUR ANTI-BACTERIAL PROTECTION\***  
ACROSS THE WHOLE MOUTH

**COMPLETE PROTECTION**

**INTENSIVE CLEAN + WHITENING**

**NET WT 4.0 OZ (113 g)**

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

**Drug Facts**

**Active ingredient:** Stannous Fluoride 0.45%, 0.14% w/w (0.45 mg)

**Purpose:** Helps prevent cavities, helps prevent and reduce enamel erosion from acidic foods, helps prevent and reduce plaque buildup.

**Directions:** Apply to the surfaces of teeth. Rub gently. Rinse with water. Do not swallow. Use twice daily, after meals.

**Warnings:** When using this product do not use for sensitivity longer than two weeks unless advised by a dentist. Stop use and ask a dentist if the sensitivity persists for 14 days or more. Avoid all toothpaste.

**Other information:** Other anti-cavity products could sting gums as it works. Stop use if you experience irritation. Stop use if you experience irritation. Stop use if you experience irritation.

**Caution:** Do not use if you are allergic to any of the ingredients. Do not use if you are allergic to any of the ingredients. Do not use if you are allergic to any of the ingredients.

**Keep this and all medicines out of the reach of children. See your doctor if you have any questions.**

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# CREST PRO-HEALTH COMPLETE PROTECTION INTENSIVE CLEAN PLUS WHITENING

stannous fluoride paste, dentifrice

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-917
<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	1.4 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
<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>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	

### 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:69423-917-40	1 in 1 CARTON	01/22/2021	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-917-85	1 in 1 CARTON	07/31/2021	
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