

# **CREST PRO-HEALTH GUM DETOXIFY ADVANCED- stannous fluoride paste, dentifrice**

**The Procter & Gamble Manufacturing Company**

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**Crest Gum Detoxify Advanced**

## ***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

### **Warnings**

**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.: 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

Apply full brush head of paste. First brush sensitive areas for 30 seconds and finish brushing the rest of the mouth thoroughly.

### **Inactive ingredients**

water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carrageenan, sodium citrate, flavor, xanthan gum, cocamidopropyl betaine, zinc citrate, sodium hydroxide, stannous chloride, sodium saccharin, sucralose, titanium dioxide

### **Questions?**

**1-800-594-4158**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

### **PRINCIPAL DISPLAY PANEL - 147 g Tube Carton**

Crest®

PRO-HEALTH™

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

GUM DETOXIFY™

ADVANCED

Neutralizes plaque bacteria, even around the gumline, for 24 hours\*

DEEP CLEAN

GENTLE WHITENING

EXTRA FRESH

SENSITIVITY RELIEF

NET WT 5.2 OZ (147 g)



## 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)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ZINC CITRATE (UNII: K72I3DEX9B)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
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:69423-950-52	1 in 1 CARTON	06/01/2021	
1		147 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	06/01/2021	

Revised: 10/2023

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