

CREST DENSIFY DAILY PROTECTION- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Densify Daily Protection

Drug Facts

Active ingredient

Stannous fluoride 0.454%

(0.15% w/v fluoride ion)

Purposes

Anticavity, antisensitivity toothpaste

Uses

- aids in the prevention of cavities
- 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

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

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 116 g tube in carton

Drug Facts

Active Ingredient
Stannous fluoride 0.045% (0.15% w/v fluoride ion)

Purposes
antiscavenging toothpaste

Uses
• aids in the prevention of cavities
• helps 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. Sensitivity teeth may indicate a serious problem that may need prompt care.

Directions
• adults and children 12 yrs. & older apply as soon as 1 inch strip of the product enters soft bristle toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Rubs use 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 etching of the teeth
• adequate toothbrushing may prevent these stains which may not be harmful or permanent and may be removed by your dentist
• this Crest is specially formulated to help prevent staining

Drug Facts (continued)
• see your dentist regularly

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

Questions? 1-800-594-4158
www.pg.com
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NEW!
Crest
PRO-HEALTH

Densify
ACTIVELY REBUILDS TOOTH DENSITY
TO EXTEND THE LIFE OF TEETH

2X ENAMEL PROTECTION SYSTEM

DAILY PROTECTION

NET WT 4.1 OZ (116 g)

WHAT IS DENSITY?
It's how thick your tooth enamel is. Crest Densify rebuilds surface tooth density every time you brush to achieve 2X enamel protection. Crest Densify's Enamel Protection System remineralizes weakened enamel & prevents demineralization.

HOW DOES IT WORK?

- Coats teeth to fill microscopic weak spots.
- Gradually repairs enamel microfractures.
- Protects enamel against future density loss.

Densify Daily FOR BEST RESULTS.

NEW!
Crest
PRO-HEALTH

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND SENSITIVE TEETH

NET WT 4.1 OZ (116 g)

Crest
PRO-HEALTH

9005663

Crest®

PRO HEALTH™

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND SENSITIVE TEETH

DENSITY™

ACTIVELY REBUILDS

TOOTH DENSITY

TO EXTEND THE LIFE OF TEETH

2X ENAMEL PROTECTION SYSTEM

DAILY PROTECTION

NET WT 4.1 OZ (116 g)

CREST DENSIFY DAILY PROTECTION				
stannous fluoride paste, dentifrice				
Product Information				
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-873	
Route of Administration	DENTAL			
Active Ingredient/Active Moiety				
Ingredient Name		Basis of Strength	Strength	
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)		FLUORIDE ION	1.5 mg in 1 g	
Inactive Ingredients				
Ingredient Name			Strength	
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)				
SUCRALOSE (UNII: 96K6UQ3ZD4)				
STANNOUS CHLORIDE (UNII: 1BQV3749L5)				
SODIUM CITRATE (UNII: 1Q73Q2JULR)				
WATER (UNII: 059QF0KO0R)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
CARRAGEENAN (UNII: 5C69YCD2YJ)				
SODIUM GLUCONATE (UNII: R6Q3791S76)				
XANTHAN GUM (UNII: TTV12P4NEE)				
GLYCERIN (UNII: PDC6A3C0OX)				
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
SORBITOL (UNII: 506T60A25R)				
Product Characteristics				
Color	white	Score		
Shape		Size		
Flavor	MINT	Imprint Code		
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
	NDC:69423-873			

1	NDC:69423-873-41	1 in 1 CARTON	01/01/2022	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-873-85	1 in 1 CARTON	01/01/2022	
2		24 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-873-12	3 in 1 CARTON	01/01/2022	
3		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	01/01/2022	

Labeler - The Procter & Gamble Manufacturing Company (004238200)