

CREST PRO-HEALTH EXTRA WHITENING POWER- stannous fluoride gel, dentifrice

The Procter & Gamble Manufacturing Company

**Crest® Pro-Health™ Advanced
Whitening Power**

Drug Facts

Active ingredient

Stannous fluoride 0.454%
(0.16% 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

Inactive ingredients

glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, PEG-6, water, zinc lactate, trisodium phosphate, flavor, sodium lauryl sulfate, sodium gluconate, carrageenan, sodium saccharin, xanthan gum, mica, titanium dioxide, blue 1

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 144 g Tube Carton

DEEP CLEANING FORMULA

Crest® PRO-HEALTH™ ADVANCED

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

WHITENING POWER

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

NET WT 3.5 OZ (99 g)

Drug Facts	Drug Facts (continued)	Drug Facts (continued)
Active ingredient: Stannous fluoride (1.45% w/w), Anticavity, anti-gingivitis, (1.10% w/w fluoride ion) antimicrobial toothpaste	Purpose: 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.	Inactive ingredients: glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, PEG-6, water, zinc lactate, trisodium phosphate, flavor, sodium lauryl sulfate, sodium gluconate, carboxymethylcellulose, calcium phosphate, zinc, titanium dioxide, blue 1
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 • helps increase protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact	Directions: • adults and children 12 yrs. & older: apply at least a 1-inch strip of the product to a wet toothbrush. Brush teeth thoroughly for at least 2 minutes twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all occlusal areas of the teeth. • do not swallow • children under 12 yrs.: ask a dentist	Questions? 1-800-594-4158
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.	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	P&G www.pg.com www.crest.com DISTR. BY PROCTER & GAMBLE, COLUMBIANA, OH 45232 © 2017 P&G Patents: www.pg.com/patents



CREST PRO-HEALTH EXTRA WHITENING POWER

stannous fluoride gel, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-885
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.6 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
WATER (UNII: 059QF0KO0R)	
ZINC LACTATE (UNII: 2GXR25858Y)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	

SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZ03QZ)	
MICA (UNII: V8A1AW0880)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
XANTHAN GUM (UNII: TTV12P4NEE)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	WINTERGREEN	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-885-03	1 in 1 CARTON	01/01/2016	02/07/2019
1		104 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-885-05	1 in 1 CARTON	01/01/2016	02/07/2019
2		144 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:37000-885-07	1 in 1 CARTON	01/01/2016	02/07/2019
3		198 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:37000-885-35	1 in 1 CARTON	01/01/2016	
4		99 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:37000-885-51	1 in 1 CARTON	01/01/2016	
5		144 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	01/01/2016	

Labeler - The Procter & Gamble Manufacturing Company (004238200)