

**CREST PRO-HEALTH GUM AND SENSITIVITY GENTLE WHITENING- stannous fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest® Pro-Health™**

**Gum and Sensitivity**

**Gentle 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

**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**

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

## **Questions?**

**1-800-594-4158**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## **PRINCIPAL DISPLAY PANEL - 116 g Tube Carton**

**Crest**®

**PRO-HEALTH**™

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

Gentle Whitening

**ALL DAY PROTECTION\***

Starts working on  
sensitivity immediately\*\*  
for relief within days.

SOFT MINT

NET WT 4.1 OZ (116 g)



**CREST PRO-HEALTH GUM AND SENSITIVITY GENTLE WHITENING**  
 stannous fluoride paste, dentifrice

**Product Information**

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:37000-377
<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:Q80VPU408O)	FLUORIDE ION	1.4 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
<b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>ZINC CITRATE</b> (UNII: K72I3DEX9B)	
<b>STANNOUS CHLORIDE</b> (UNII: 1BQV3749L5)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SODIUM GLUCONATE</b> (UNII: R6Q3791S76)	
<b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	
<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:37000-377-85	1 in 1 CARTON	01/09/2019	
1		24 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-377-41	1 in 1 CARTON	01/09/2019	
2		116 g in 1 TUBE; Type 0: Not a Combination Product		

### Marketing Information

Marketing	Application Number or Monograph	Marketing Start	Marketing End
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Category	Citation	Date	Date
OTC Monograph Drug	M021	01/09/2019	

**Labeler** - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2025

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