

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

**The Procter & Gamble Manufacturing Company**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Crest® Pro-Health™  
Gum and Sensitivity  
Gentle Cleaning**

***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, stannous chloride, cocamidopropyl betaine, xanthan gum, zinc citrate, sodium saccharin, sucralose, sodium hydroxide, titanium dioxide

**Questions?**

**1-800-594-4158**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

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

**Crest<sup>®</sup>**

**PRO-HEALTH<sup>™</sup>**

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH  
**GUM**

**AND**

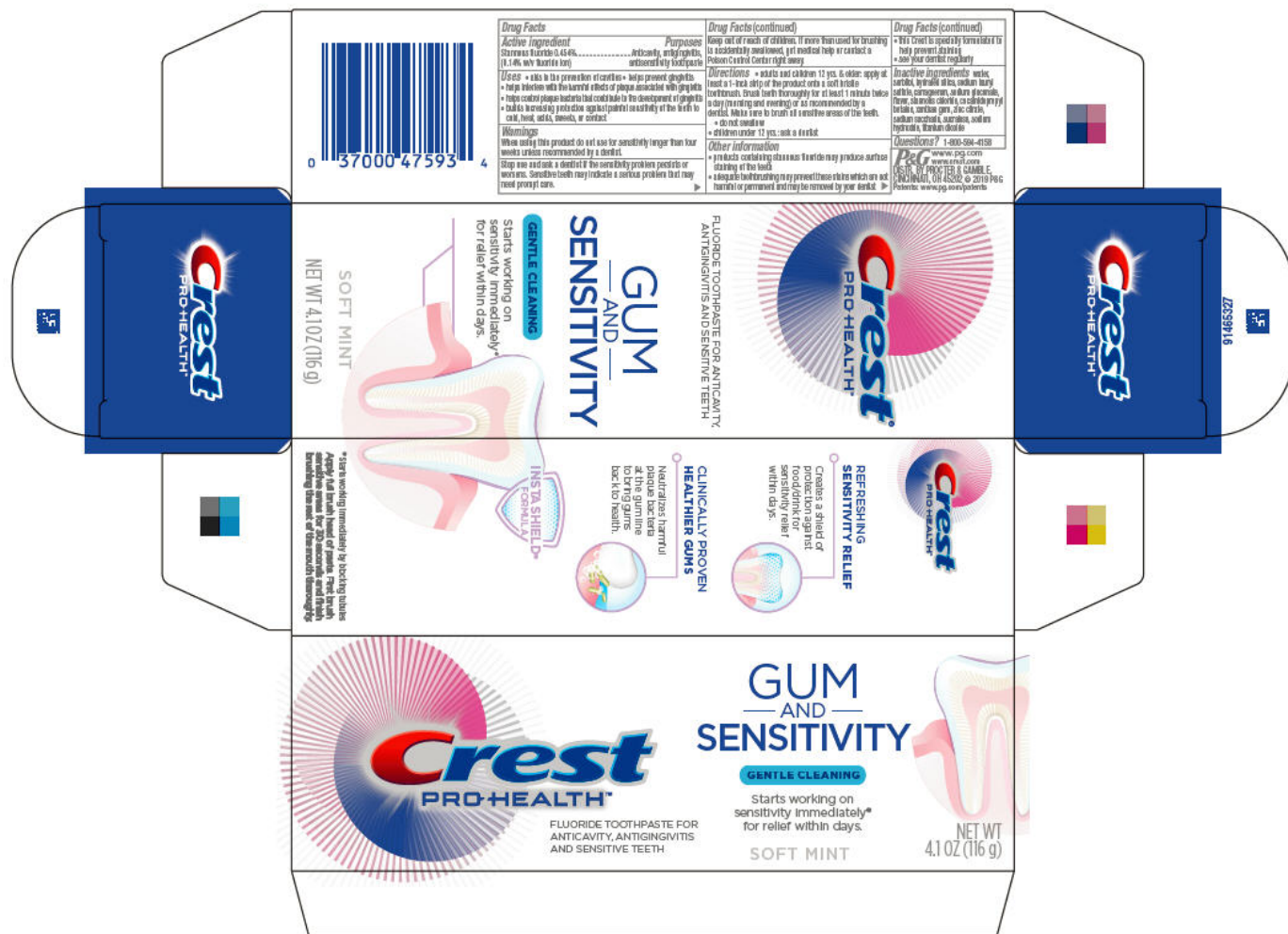
**SENSITIVITY**

**Gentle Cleaning**

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 CLEANING

stannous fluoride paste, dentifrice

### Product Information

|                         |                |                    |               |
|-------------------------|----------------|--------------------|---------------|
| Product Type            | HUMAN OTC DRUG | Item Code (Source) | NDC:37000-931 |
| Route of Administration | DENTAL         |                    |               |

### Active Ingredient/Active Moiety

| Ingredient Name   | Basis of Strength | Strength      |
|---|-------------------|---------------|
| STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O) | FLUORIDE ION      | 1.4 mg in 1 g |

### Inactive Ingredients

| Ingredient Name                          | Strength |
|--|----------|
| HYDRATED SILICA (UNII: Y6O7T4G8P9)       |          |
| SORBITOL (UNII: 506T60A25R)              |          |
| ZINC CITRATE (UNII: K72I3DEX9B)          |          |
| STANNOUS CHLORIDE (UNII: 1BQV3749L5)     |          |
| WATER (UNII: 059QF0KO0R)                 |          |
| SODIUM LAURYL SULFATE (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:37000-931-85 | 1 in 1 CARTON                                      | 07/01/2019           |                    |
| 1 |                  | 24 g in 1 TUBE; Type 0: Not a Combination Product  |                      |                    |
| 2 | NDC:37000-931-41 | 1 in 1 CARTON                                      | 07/01/2019           |                    |
| 2 |                  | 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 final | part355                                  | 07/01/2019           |                    |

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

Revised: 7/2019

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