

CREST PRO HEALTH GUM AND BREATH PURIFY DEEP CLEAN- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Pro-Health Gum and Breath Purify Deep Clean

Drug Facts

Active ingredient

Stannous fluoride 0.454%

(0.14% w/v fluoride ion)

Purposes

Anticavity, antigingivitis 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

Warning

Keep out of reach of children under 12 yrs. of age. 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. of age and older: Brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician.
- 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

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

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 116 g tube in carton

Crest®

PRO-HEALTH™

FLUORIDE TOOTHPASTE FOR
ANTICAVITY AND ANTIGINGIVITIS

Gum

AND

BREATH

PURIFY

DEEP CLEAN

Helps prevent bad breath.

Clinically proven healthier gums.

ADA Accepted

American Dental Association

FRESH MINT

NET WT 4.1 OZ (116 g)

5/5905 06

CODE DATE AREA
Solid Dark Color Only
(Does Not Apply to "Super Premium")

Crest
PRO HEALTH

Drug Facts (continued)
See other ingredients under "Other Ingredients" on the back of the tube. For more information, see the back of the tube or visit www.crest.com.
Other Ingredients: water, polyethylene glycol, sodium fluoride, sodium monofluorophosphate, stannous fluoride, saccharin sodium, xylitol, sorbitol, sodium phosphate, sucrose, titanium dioxide.
Over time? 1-888-538-4855
P&G www.ppg.com
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DSTP: 21 PRO-HEALTHABLE
CINNAMOL-11-632: 11/11/11
www.ppg.com

Directions: Brush twice a day, after meals, for at least two minutes. Use a soft-bristled toothbrush. Do not use on children under 6 years of age. For more information, see the back of the tube or visit www.crest.com.
Other Ingredients: water, polyethylene glycol, sodium fluoride, sodium monofluorophosphate, stannous fluoride, saccharin sodium, xylitol, sorbitol, sodium phosphate, sucrose, titanium dioxide.
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FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTINGIVITIS

GUM AND BREATH PURIFY

DEEP CLEAN

Helps prevent bad breath. Clinically proven healthier gums.



FRESH MINT
NET WT 4.1 OZ (116 g)



CLINICALLY PROVEN HEALTHIER GUMS

Purifies breath, targets plaque bacteria at the gum line

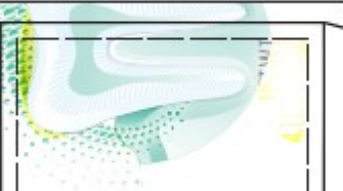


LONG LASTING FRESHNESS

Infused with essential oils and freshens bad breath



ADA Accepted
Helps prevent cavities
Helps prevent plaque
Helps prevent gingivitis
Helps reduce tooth sensitivity
Helps protect against oral erosion



GUM AND BREATH PURIFY

DEEP CLEAN

Helps prevent bad breath. Clinically proven healthier gums.

FRESH MINT



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CODE DATE AREA
Solid Dark Color Only

Crest
PRO HEALTH

CREST PRO HEALTH GUM AND BREATH PURIFY DEEP CLEAN
stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-963
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
SUCRALOSE (UNII: 96K6UQ3ZD4)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
XANTHAN GUM (UNII: TTV12P4NEE)	
ZINC CITRATE (UNII: K72I3DEX9B)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SORBITOL (UNII: 506T60A25R)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
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:37000-963-41	1 in 1 CARTON	01/07/2020	
1		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	01/07/2020	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2025

The Procter & Gamble Manufacturing Company