

CREST PRO-HEALTH ADVANCED SENSITIVE RELIEF- stannous fluoride paste, dentifrice

The Procter & Gamble Manufacturing Company

Crest Pro Health Advanced Sensitive Relief

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, flavor, sodium lauryl sulfate, sodium gluconate, sodium saccharin, trisodium phosphate, xanthan gum, PVP, carrageenan, titanium dioxide, blue 1

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 144 g Tube Carton

PROTECTS AGAINST AREAS DENTISTS CHECK MOST. Patented Stannous Fluoride Technology

Crest® PRO-HEALTH™ ADVANCED

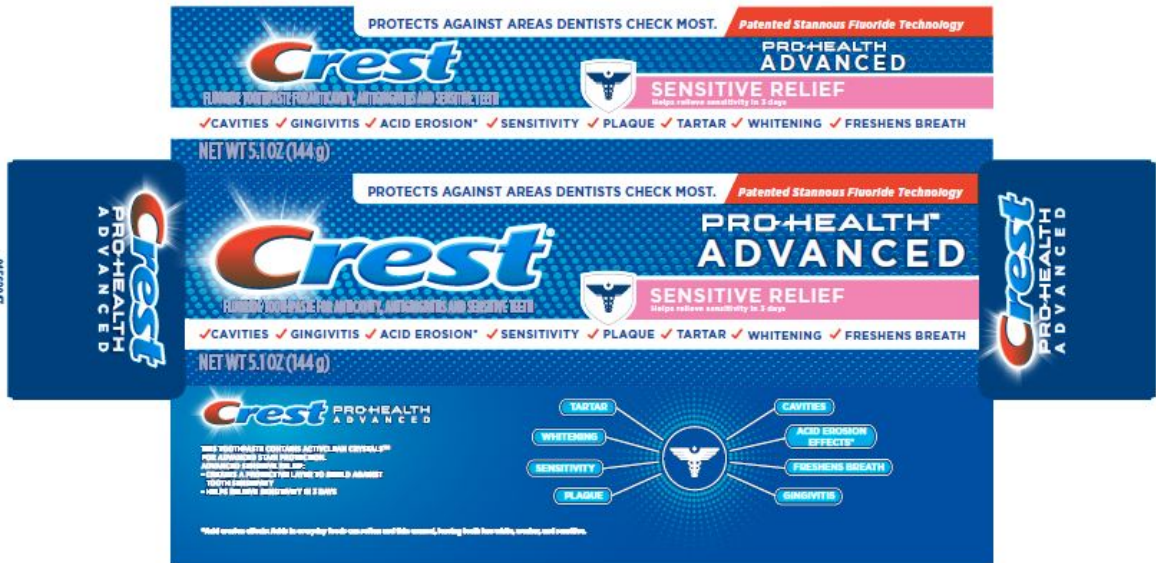
FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH
SENSITIVE RELIEF

Helps relieve sensitivity in 3 days

CAVITIES GINGIVITIS ACID EROSION* SENSITIVITY PLAQUE TARTAR WHITENING
FRESHENS BREATH

NET WT 5.1 OZ (144 g)

Drug Facts	Drug Facts (continued)	Drug Facts (continued)
Active ingredient Stannous fluoride 0.45%, 12.1% zinc borate base	Purpose Anticavity, anti-gingivitis, antibacterial toothpaste	Purpose Sensitizing 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	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	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
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		Warnings • adequate brushing may prevent these stains which are not harmful or permanent and may be removed by your dentist • the 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 borate, zinc borate base, sodium gluconate, sodium saccharin, titanium dioxide, calcium phosphate, PVP copolymer, titanium dioxide, blue 1 Questions? 1-800-328-4338 P&G www.pg.com www.crest.com Patents: www.pg.com/patents © 2021 P&G DENTIL BY PROCTER & GAMBLE, CINCINNATI, OH 45202



CREST PRO-HEALTH ADVANCED SENSITIVE RELIEF

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-904
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
ZINC LACTATE (UNII: 2GXR25858Y)	
GLYCERIN (UNII: PDC6A3C0OX)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
WATER (UNII: 059QF0KO0R)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	

CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
POVIDONE, UNSPECIFIED (UNII: FZ989GH94E)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-904-51	1 in 1 CARTON	12/31/2020	
1		144 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-904-35	1 in 1 CARTON	12/31/2020	
2		99 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	12/31/2020	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

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