

**CREST PRO-HEALTH GUM AND BACTERIA SHIELD- stannous fluoride paste, dentifrice**

**The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Gum and Bacteria Shield**

**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, sodium gluconate, carrageenan, flavor, xanthan gum, zinc citrate, sodium saccharin, sodium hydroxide, stannous chloride, sucralose, titanium dioxide

## **Questions?**

1-800-492-7378

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

BACTERIA

SHIELD

Helps shield  
plaque bacteria  
that leads  
to gingivitis.

Clinically proven

healthier gums.

FRESH MINT

NET WT 4.1 OZ (116 g)






**CLINICALLY PROVEN HEALTHIER GUMS**

Targets & neutralizes plaque bacteria at the gum line

**LONG LASTING PROTECTION**

Prevents growth of issue-causing plaque bacteria



**GUM AND BACTERIA SHIELD**

Helps shield plaque bacteria that leads to gingivitis.

Clinically proven healthier gums.

**FRESH MINT**

NET WT 4.1OZ (116 g)



**FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTIGINGIVITIS**




**Directions**

**Adults** Apply a pea-sized amount of toothpaste to your toothbrush. Brush your teeth thoroughly for two minutes, twice a day. Spit out the toothpaste and do not swallow. Rinse your mouth with water.

**Children** Children under 6 years of age should use a rice-grain sized amount of toothpaste. Children 6 to 12 years of age should use a pea-sized amount of toothpaste. Children 12 years of age and older should use a pea-sized amount of toothpaste.

**Warnings**

Do not use if you are allergic to any of the ingredients listed on the label. Do not use if you have a known hypersensitivity to any of the ingredients listed on the label.

**Other information**

Keep this and all other medicines out of the reach of children. See the important information about this medicine on the label and package insert. This information does not take the place of reading the label and package insert. This information does not take the place of reading the label and package insert.

**Directions**

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**REG** www.P&G.com

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## CREST PRO-HEALTH GUM AND BACTERIA SHIELD

stannous fluoride paste, dentifrice

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-915
<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>SUCRALOSE</b> (UNII: 96K6UQ3ZD4)	
<b>STANNOUS CHLORIDE</b> (UNII: 1BQV3749L5)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>HYDRATED SILICA</b> (UNII: Y6O7T4G8P9)	
<b>CARRAGEENAN</b> (UNII: 5C69YCD2YJ)	
<b>SODIUM GLUCONATE</b> (UNII: R6Q3791S76)	
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)	
<b>ZINC CITRATE</b> (UNII: K72I3DEX9B)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	

**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:69423-915-41	1 in 1 CARTON	01/22/2021	
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	01/22/2021	

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

Revised: 1/2025

The Procter & Gamble Manufacturing Company