

**CREST PRO-HEALTH COMPLETE PROTECTION INTENSIVE CLEAN PLUS  
WHITENING- stannous fluoride paste, dentifrice  
The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Complete Protection Intensive Clean + 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.

**Warning**

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

### **Questions?**

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

### **Principal Display Panel - 113 g tube in carton**

**Crest®**

PRO-HEALTH™

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

NET WT 4.0 OZ (113 g)

CAVITIES GINGIVITIS ACID EROSION\*\* SENSITIVITY PLAQUE TARTAR WHITENING  
FRESHENS BREATH

ANTI-BAC 24 HOUR PROTECTION\*

COMPLETE PROTECTION

INTENSIVE CLEAN + WHITENING

\*Protects against plaque bacteria that lead to gingivitis with twice daily brushing

# CREST PRO-HEALTH COMPLETE PROTECTION INTENSIVE CLEAN PLUS WHITENING

stannous fluoride paste, dentifrice

## Product Information

|                                |                |                           |               |
|--------------------------------|----------------|---------------------------|---------------|
| <b>Product Type</b>            | HUMAN OTC DRUG | <b>Item Code (Source)</b> | NDC:69423-917 |
| <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:Q80VPU4080) | FLUORIDE ION      | 1.4 mg in 1 g |

## Inactive Ingredients

| Ingredient Name                                 | Strength |
|---|----------|
| <b>STANNOUS CHLORIDE</b> (UNII: 1BQV3749L5)     |          |
| <b>WATER</b> (UNII: 059QF0KO0R)                 |          |
| <b>HYDRATED SILICA</b> (UNII: Y607T4G8P9)       |          |
| <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) |  |
| <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:69423-917-40 | 1 in 1 CARTON                                      | 01/22/2021           |                    |
| 1 |                  | 113 g in 1 TUBE; Type 0: Not a Combination Product |                      |                    |
| 2 | NDC:69423-917-85 | 1 in 1 CARTON                                      | 07/31/2021           |                    |
| 2 |                  | 24 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

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