CREST PRO-HEALTH SENSITIVE AND GUM GENTLE WHITENING- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Pro-Health Sensitive and Gum Gentle 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

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

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 116 g Tube Carton

ADA Accepted

American Dental Association

Crest ®

PRO-HEALTH ™

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

SENSITIVE AND GUM

Starts soothing immediately for lasting reliefwithin days & strengthens gums*

GENTLE WHITENING

NET WT 4.1 OZ (116 g)

CREST PRO-HEALTH SENSITIVE AND GUM GENTLE WHITENING

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-955
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)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
SODIUM CITRATE (UNII: 1Q73Q2JULR)	

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:69423-955-41	1 in 1 CARTON	06/01/2021	
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	06/01/2021	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2025   The Procter & Gamble Manufacturing Company