

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

Crest Pro-Health Bacteria Shield and Gum 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, sodium gluconate, flavor, carrageenan, sodium citrate, 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

ADA ACCEPTED

AMERICAN DENTAL ASSOCIATION

Crest ®

PRO-HEALTH™

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND ANTIGINGIVITIS

BACTERIA SHIELD AND GUM

Eliminates 99% of plaque bacteria*

DEEP CLEAN

NET WT 4.1 OZ (116 g)

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
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
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)	

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:69423-956-41	1 in 1 CARTON	06/01/2021	07/17/2023
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-956-37	1 in 1 CARTON	01/05/2023	
2		104 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: 1/2026

The Procter & Gamble Manufacturing Company