

CREST PRO HEALTH ADVANCED ANTIBACTERIAL PROTECTION- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Pro-Health Advanced Antibacterial Protection

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

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

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,

CINCINNATI, OH 45202

Principal Display Panel - 141 g tube in carton

CREST

PRO-HEALTH

FLUORIDE TOOTHPASTE FOR

ANTICAVITY AND ANTIGINGIVITIS AND SENSITIVE TEETH

NET WT 5.0 OZ (141 g)

... CAVITIES

... GINGIVITIS

... ENAMEL

... SENSITIVITY

... PLAQUE

... TARTAR

... WHITENING

... FRESHENS

BREATH

DENTIST DESIGNED

CLINICALLY PROVEN

ADVANCED

ANTIBACTERIAL PROTECTION

MINT BURST

100% WHOLE MOUTH PROTECTION

24 HOUR ANTI-BAC PROTECTION

Drug Facts	Drug Facts (continued)	Drug Facts (continued)
Active ingredient Stannous Fluoride 0.454% (0.15% w/w fluoride ion)	Purposes Anticavity, antiplaque, antibacterial toothpaste	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.
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 • helps 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. of age: ask a dentist	Inactive ingredients water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carboxymethyl cellulose, sodium citrate, sodium phosphate dibasic, sodium phosphate monobasic, sodium saccharin, sodium hydroxide, potassium chloride, xanthan gum, flavor
Warnings When using this product do not use for sensitivity longer than the inside advice recommended by a dentist. Stop use and ask a dentist if the sensitivity persists or worsens. Sensitive teeth may indicate a serious problem that may need correct care.	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	Questions? 1-800-544-4158 *Clinically proven on plaque, gingivitis, and sensitivity benefits *Protects against plaque bacteria that lead to gingivitis with twice daily brushing *Helps prevent plaque bacteria that can cause gingivitis, leaving Stannous Fluoride toothpastes as Sodium Fluoride. With twice daily brushing *Fights plaque bacteria associated with gingivitis



BETTER TOGETHER!

CLINICALLY PROVEN PRODUCTS.
USE TOGETHER FOR BETTER PROTECTION.

USE WITH ORAL-B IO RECHARGEABLE BRUSH + USE WITH CREST PRO-HEALTH MOUTHWASH + USE WITH ORAL-B GLIDE FLOSS

Crest PRO-HEALTH
ANTIBACTERIAL PROTECTION*

ADVANCED
ANTIBACTERIAL PROTECTION*
MINT BURST

- ✓ CAVITIES
- ✓ GINGIVITIS
- ✓ ENAMEL
- ✓ SENSITIVITY
- ✓ PLAQUE
- ✓ TARTAR
- ✓ WHITENING
- ✓ FRESHENS BREATH

100% WHOLE MOUTH PROTECTION
24 HOUR ANTI-BAC PROTECTION**

NET WT 5.0 OZ (141 g) FLUORIDE TOOTH PASTE FOR ANTICAVITY, ANTI-GINGIVITIS AND SENSITIVE TEETH

UPGRADE TO CREST PRO-HEALTH GUM DETOXIFY TO NEUTRALIZE PLAQUE AROUND THE GUMLINE

GLUTEN FREE

SOME TOOTH PASTES STOP WORKING AFTER YOU BRUSH. CREST PRO-HEALTH PROTECTS FOR 24 HOURS

24h

CREST PRO HEALTH ADVANCED ANTIBACTERIAL PROTECTION

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-857
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.4 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
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)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
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:69423-857-50	1 in 1 CARTON	01/14/2022	
1		141 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	01/14/2022	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

The Procter & Gamble Manufacturing Company