

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

Crest Pro-Health Advanced Whitening + Charcoal

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, charcoal powder, sucralose

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 130 g tube in carton

Crest®

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

CAVITIES GINGIVITIS ENAMEL SENSITIVITY

PLAQUE TARTAR WHITENING FRESHENS BREATH

NET WT 4.6 OZ (130 g)

DENTIST DESIGNED

CLINICALLY PROVEN*

PRO HEALTH™

ADVANCED

STANNOUS FLUORIDE HELPS PREVENT PLAQUE

GROWTH TO STOP ISSUES BEFORE THEY START.**

WHITENING + CHARCOAL

Drug Facts Active ingredient: Stannous fluoride 0.624%... Purpose(s): Anticavity, antigingivitis, antitartar toothpaste	Drug Facts (continued) 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.	Drug Facts (continued) Inactive ingredients: water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carboxymethyl cellulose, sodium citrate, sorbic acid, zinc citrate, sodium ascorbate, sodium hydroxide, stannous chloride, charcoal powder, saccharin
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 wet toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure you brush all surfaces of the tooth. • Do not swallow. • Children under 12 yrs.: ask a dentist.	Questions? 1-800-964-4198 www.pg.com www.crest.com P&G Patents: www.pg.com/patents DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202 © 2012 P&G
Warnings: When using this product do not use for sensibility 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.	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	



CREST PRO HEALTH ADVANCED WHITENING CHARCOAL

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-860
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
ACTIVATED CHARCOAL (UNII: 2P3VWU3H10)	
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
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	black	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-860-46	1 in 1 CARTON	01/31/2022	
1		130 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	01/31/2022	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 10/2023

The Procter & Gamble Manufacturing Company