

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

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**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

<b>Drug Facts</b> <b>Active ingredient:</b> Stannous fluoride 0.624%... <b>Purpose(s):</b> Anticavity, antigingivitis, antitartar toothpaste	<b>Drug Facts (continued)</b> 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.	<b>Drug Facts (continued)</b> <b>Inactive ingredients:</b> 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, saccharine
<b>Uses:</b> • 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	<b>Directions:</b> • 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.	<b>Questions?</b> 1-800-964-4198 www.pg.com www.crest.com P&G Patents: www.pg.com/patents DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202 © 2022 P&G
<b>Warnings:</b> 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.	<b>Other information:</b> • 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

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-860
<b>Route of Administration</b>	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)	

<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)	

### Product Characteristics

<b>Color</b>	black	<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:69423-860-46	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)