

CREST PRO HEALTH ADVANCED SENSITIVE RELIEF- stannous fluoride paste,

dentifrice

The Procter & Gamble Manufacturing Company

Crest Pro-Health Advanced Sensitive Relief

Drug Facts

Active ingredient

Stannous fluoride 0.454%
(0.16% 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

glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, PEG-6, water, zinc lactate, flavor, sodium lauryl sulfate, sodium gluconate, sodium saccharin, trisodium phosphate, xanthan gum, PVP, carrageenan, cocamidopropyl betaine, titanium dioxide, blue 1

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 144 g tube in carton

Crest®

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH
CAVITIES GINGIVITIS ENAMEL SENSITIVITY PLAQUE TARTAR WHITENING FRESHENS
BREATH

NET WT 5.1 OZ (144 g)

DENTIST DESIGNED

CLINICALLY PROVEN*

PRO HEALTH™

ADVANCED

HELPS PREVENT PLAQUE GROWTH TO STOP ISSUES BEFORE THEY START.**

SENSITIVE RELIEF

Drug Facts		Drug Facts (continued)	Drug Facts (continued)
Active Ingredient Stannous fluoride 0.45% (0.16% w/w fluoride ion) Anticavity agent, antiguicivitis agent, antiesensitivity toothpaste	Purposes • aids in the prevention of cavities • helps prevent gingivitis • helps interfere with the harmful effects of plaque • assists in the prevention of tooth decay • helps control plaque bacteria that contribute to the development of gingivitis • helps relieve sensitivity • helps prevent staining of the teeth to cold, heat, acids, sweets, or contact	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.	Inactive ingredients glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, C, E, G, P, PVP, zinc lactate, flavor, sodium lauryl sulfate, titanium dioxide, sodium saccharin, triclosan phosphate, xanthan gum, PVP, carageenan, cocamidopropyl betaine, titanium dioxide, blue 1
Uses	Directions		Questions? 1-800-594-4158 P&G www.pg.com www.crest.com Patents: www.pg.com/patents DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202 © 2022 P&G
• aids in the prevention of cavities • helps prevent gingivitis • helps interfere with the harmful effects of plaque • assists in the prevention of tooth decay • helps control plaque bacteria that contribute to the development of gingivitis • helps relieve sensitivity • helps prevent staining of the teeth to cold, heat, acids, sweets, or contact	• adults and children 14 yrs. & older: ages 6 months - 1 year: use of the product is not recommended. Clean teeth thoroughly by at least 1 twice twice a day, morning and evening, as recommended by a dentist. Make sure to brush all sensitive areas of the teeth. • do not swallow • products containing stannous fluoride may produce surface staining of the teeth • adequate toothbrushing may prevent these stains, which are not • sensitive to fluoride and may be removed by your dentist • this Crest is specially formulated to help prevent staining • see your dentist regularly		
Warnings When using this product, do not use for more than longer than four months without consulting a dentist or a dental professional. Stop use and seek a dentist if the sensitivity problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care.			



CREST PRO HEALTH ADVANCED SENSITIVE RELIEF

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-868
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.6 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
POVIDONE, UNSPECIFIED (UNII: FZ989GH94E)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	
ZINC LACTATE (UNII: 2GXR25858Y)	
GLYCERIN (UNII: PDC6A3C00X)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
WATER (UNII: 059QF0KO0R)	

HYDRATED SILICA (UNII: Y6O7T4G8P9)

CARRAGEENAN (UNII: 5C69YCD2YJ)

XANTHAN GUM (UNII: TTV12P4NEE)

SODIUM LAURYL SULFATE (UNII: 368GB5141J)

SACCHARIN SODIUM (UNII: SB8ZUX40TY)

SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZ03QZ)

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-868-51	1 in 1 CARTON	02/07/2022	
1		144 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-868-10	2 in 1 CELLO PACK	05/01/2022	12/31/2024
2		1 in 1 CARTON		
2		144 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-868-03	3 in 1 CARTON	10/01/2025	
3		136 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	02/07/2022	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

The Procter & Gamble Manufacturing Company