

**CREST DENSIFY DAILY PROTECTION- stannous fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest Densify Daily Protection**

**Drug Facts**

Active ingredient

Stannous fluoride 0.454%

(0.15% w/v fluoride ion)

**Purposes**

Anticavity, antisensitivity toothpaste

**Uses**

- aids in the prevention of cavities
- 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, sorbitol, water, hydrated silica, sodium lauryl sulfate, sodium citrate, flavor, sodium gluconate, carrageenan, xanthan gum, sodium saccharin, cocamidopropyl betaine, sodium hydroxide, stannous chloride, sucralose, titanium dioxide

## Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

## Principal Display Panel - 116 g tube in carton

**Drug Facts**

Active Ingredient	Purposes
Stannous fluoride 0.045% (0.15% w/v fluoride ion)	Anticavity toothpaste

**Directions** • Adults and children 12 yrs. & older apply as soon as 1 inch strip of the product enters and brush toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by dentist. Rubs into brush of sensitive areas of the teeth.

**Warnings** • Do not swallow • Children under 12 yrs. ask a dentist

**Other Information** • Products containing stannous fluoride may produce surface etching of the teeth • Adequate toothbrushing may prevent these stains which may not be harmful or permanent and may be removed by your dentist • This Crest is specially formulated to help prevent staining

**Drug Facts (continued)**

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**Procter & Gamble**

**Densify**  
ACTIVELY REBUILDS  
TOOTH DENSITY  
TO EXTEND THE LIFE OF TEETH

**2X ENAMEL PROTECTION SYSTEM**

**DAILY PROTECTION**

**NET WT 4.1 OZ (116 g)**

**WHAT IS DENSIFY?**

It's the new toothpaste that actively rebuilds tooth density over time. Crest Densify rebuilds surface tooth density every time you brush to actively protect your teeth from decay. Enamel Protection System remineralizes weakened enamel & prevents demineralization.

**HOW DOES IT WORK?**

- Coats teeth to fill microscopic weak spots.
- Gradually repairs enamel microfractures.
- Protects enamel against future density loss.

**DENSIFY DAILY FOR BEST RESULTS.**

**NEW!**

**Crest PRO-HEALTH**

**FLUORIDE TOOTHPASTE FOR ANTICAVITY AND SENSITIVE TEETH**

**NET WT 4.1 OZ (116 g)**

**Crest®**

PRO HEALTH™

FLUORIDE TOOTHPASTE FOR ANTICAVITY AND SENSITIVE TEETH

DENSIFY™

ACTIVELY REBUILDS

TOOTH DENSITY

TO EXTEND THE LIFE OF TEETH

2X ENAMEL PROTECTION SYSTEM

DAILY PROTECTION

NET WT 4.1 OZ (116 g)

CREST DENSIFY DAILY PROTECTION				
stannous fluoride paste, dentifrice				
Product Information				
Product Type		HUMAN OTC DRUG	Item Code (Source)	
Route of Administration		DENTAL	NDC:69423-873	
Active Ingredient/Active Moiety				
Ingredient Name			Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)			FLUORIDE ION	1.5 mg in 1 g
Inactive Ingredients				
Ingredient Name				Strength
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
XANTHAN GUM (UNII: TTV12P4NEE)				
GLYCERIN (UNII: PDC6A3C0OX)				
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
SORBITOL (UNII: 506T60A25R)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)				
SUCRALOSE (UNII: 96K6UQ3ZD4)				
STANNOUS CHLORIDE (UNII: 1BQV3749L5)				
SODIUM CITRATE (UNII: 1Q73Q2JULR)				
WATER (UNII: 059QF0KO0R)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
CARRAGEENAN (UNII: 5C69YCD2YJ)				
SODIUM GLUCONATE (UNII: R6Q3791S76)				
Product Characteristics				
Color		white	Score	
Shape			Size	
Flavor		MINT	Imprint Code	
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
	NDC:69423-873			

<b>1</b>	NDC:69423-873-41	1 in 1 CARTON	01/01/2022	
<b>1</b>		116 g in 1 TUBE; Type 0: Not a Combination Product		
<b>2</b>	NDC:69423-873-85	1 in 1 CARTON	01/01/2022	
<b>2</b>		24 g in 1 TUBE; Type 0: Not a Combination Product		
<b>3</b>	NDC:69423-873-12	3 in 1 CARTON	01/01/2022	
<b>3</b>		116 g in 1 TUBE; Type 0: Not a Combination Product		
<b>4</b>	NDC:69423-873-53	1 in 1 CARTON	01/01/2022	
<b>4</b>		150 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	01/01/2022	

**Labeler** - The Procter & Gamble Manufacturing Company (004238200)

Revised: 1/2026

The Procter & Gamble Manufacturing Company