

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

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



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)	NDC:69423-873
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
GLYCERIN (UNII: PDC6A3C00X)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SORBITOL (UNII: 506T60A25R)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
COCAMIDOPROPYL BETAINE (UNII: 50CF3011KX)	
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			

1	NDC:09423-873-41	1 in 1 CARTON	01/01/2022	
1		116 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-873-85	1 in 1 CARTON	01/01/2022	
2		24 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-873-12	3 in 1 CARTON	01/01/2022	
3		116 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:69423-873-53	1 in 1 CARTON	01/01/2022	
4		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

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