

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

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**Crest Densify Daily Whitening**

**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 WHITENING

NET WT 4.1 OZ (116 g)



<b>Drug Facts</b>	<b>Drug Facts (continued)</b>	<b>Drug Facts (continued)</b>
<b>Active Ingredient</b> Stannous fluoride (0.04% (0.15% w/w fluoride ion))	<b>Purpose</b> Anticavity toothpaste	<b>Control Center</b> right away
<b>Uses</b> • aids in the prevention of cavities • 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 a pea-size amount 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 dentist. Rinse up to brush off sensitive areas of the teeth. • do not swallow • children under 12 yrs.: ask a dentist	<b>Inactive Ingredients</b> glycerin, water, silica, sodium hydroxide, sodium citrate, flavor, sodium gluconate, carboxymethyl cellulose, sodium saccharin, cocoyl sarcosyl betaine, sodium hydroxide, titanium dioxide, xanthan gum, titanium dioxide
<b>Warnings</b> When using this product do not use for sensitivity longer than four weeks unless recommended by a dentist. Rinse and spit 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.	<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	<b>Questions?</b> 1-800-984-4158 www.pg.com www.pg.com © 2012 P&G DENTSU, BY PROCTER & GAMBLE, CINCINNATI, OH 45202 patents: www.pg.com/patents



# CREST DENSIFY DAILY WHITENING

stannous fluoride paste, dentifrice

## Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69423-875
<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	1.5 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
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>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>SODIUM LAURYL SULFATE</b> (UNII: 368GB5141J)	
<b>SORBITOL</b> (UNII: 506T60A25R)	
<b>SODIUM HYDROXIDE</b> (UNII: 55X04QC32I)	
<b>SACCHARIN SODIUM</b> (UNII: SB8ZUX40TY)	
<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP)	
<b>COCAMIDOPROPYL BETAINE</b> (UNII: 5OCF3O11KX)	

### Product Characteristics

<b>Color</b>	white	<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:69423-875-41	1 in 1 CARTON	01/01/2022	
1		116 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: 10/2023

The Procter & Gamble Manufacturing Company