

CREST PRO HEALTH COMPLETE PROTECTION BACTERIA SHIELD- stannous fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Crest Pro-Health Complete Protection Bacteria Shield

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, flavor, carrageenan, sodium citrate, xanthan gum, zinc citrate, sodium saccharin, sodium hydroxide, stannous chloride, sucralose, titanium dioxide

Questions?

1-800-492-7378

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 113 g tube in carton

Crest®

PRO HEALTH

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH

COMPLETE PROTECTION

ANTI-BAC 24 HOUR PROTECTION

BACTERIA SHIELD

CAVITIES

GINGIVITIS

ACID EROSION**

SENSITIVITY

PLAQUE

TARTAR

WHITENING

FRESHENS BREATH

NET WT 4.0 OZ (113 g)

**Protects against plaque bacteria that lead to gingivitis with twice daily brushing

COMPLETE PROTECTION BACTERIA SHIELD

24 HOUR ANTI-BACTERIAL PROTECTION* ACROSS THE WHOLE MOUTH

Neutralizes plaque bacteria for healthy gums | Shields against sensitivity & cavities | To deliver whole mouth protection

NET WT 4.0 OZ (113 g)

CAVITIES | GINGIVITIS | ACID EROSION** | SENSITIVITY | PLAQUE | TARTAR | WHITENING | FRESHENS BREATH

*Protects against plaque bacteria that lead to gingivitis with twice daily brushing

**Acid erosion effects: Acids in everyday foods can soften and thin enamel, leaving teeth less white, weaker, and sensitive. Fights plaque and gum gingivitis. Strengthens enamel. Freshens breath. Helps prevent sensitivity.

Drug Facts

Active ingredient Stannous fluoride 0.44% (0.14% w/w fluoride ion)	Purpose Anticavity, anti-gingivitis, anti-sensitivity toothpaste
Uses • aids in the prevention of cavities • helps prevent gingivitis • helps interfere with the harmful effects of plaque as associated with gingivitis • helps control plaque bacteria that contribute to the development of gingivitis • builds increased protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact	Directions • adults and children 12 yrs. & older: apply at least a 1-inch strip of the product into 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.: ask a dentist
Warning 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	Other information • products containing stannous fluoride may produce surface staining of the teeth • adequate toothbrushing may prevent these stains which are not

Drug Facts (continued)
Irritation or 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.

Drug Facts (continued)
Tartar or permanent stain 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, flax, carrageenan, sodium citrate, sorbitan gum, zinc citrate, sodium saccharin, sodium hydroxide, stannous chloride, sucralose, titanium dioxide

Questions? 1-800-482-7378

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Patents: www.pg.com/patents

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CREST PRO HEALTH COMPLETE PROTECTION BACTERIA SHIELD

stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-883
Route of Administration	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
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y607T4G8P9)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	

STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SORBITOL (UNII: 506T60A25R)	
ZINC CITRATE (UNII: K72I3DEX9B)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	

Product Characteristics

Color	white	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-883-40	1 in 1 CARTON	01/01/2022	
1		113 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-883-30	3 in 1 CELLO PACK	01/01/2022	
2		1 in 1 CARTON		
2		113 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: 1/2025

The Procter & Gamble Manufacturing Company