

**CREST PRO-HEALTH SENSITIVE AND GUM ALL DAY PROTECTION- stannous fluoride paste, dentifrice**  
**The Procter & Gamble Manufacturing Company**

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**Crest Pro-Health Sensitive and Gum All Day Protection**

***Drug Facts***

**Active ingredient**

Stannous fluoride 0.454% (0.15% 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

**Warnings**

**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.: 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

Apply full brush head of paste. First brush sensitive areas for 30 seconds and finish brushing the rest of the mouth thoroughly.

### **Inactive ingredients**

water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carrageenan, sodium citrate, flavor, xanthan gum, cocamidopropyl betaine, zinc citrate, sodium hydroxide, stannous chloride, sodium saccharin, sucralose, titanium dioxide

### **Questions?**

**1-800-594-4158**

DISTR. BY PROCTER & GAMBLE,  
CINCINNATI, OH 45202

### **PRINCIPAL DISPLAY PANEL - 104 g Tube Carton**

ADA Accepted

American Dental Association

*Crest*

PRO-HEALTH

FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTIGINGIVITIS AND SENSITIVE TEETH  
SENSITIVE AND GUM

Starts soothing immediately for lasting relief within days & strengthens gums\*

PREVENTS HARMFUL OXIDANTS

BY REVERSING GINGIVITIS

ALL DAY PROTECTION\*

NET WT 3.7 OZ (104 g)





## CREST PRO-HEALTH SENSITIVE AND GUM ALL DAY PROTECTION

stannous fluoride paste, dentifrice

### Product Information

Product Type

HUMAN OTC DRUG

Item Code (Source)

NDC:69423-765

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
SUCRALOSE (UNII: 96K6UQ3ZD4)				
HYDRATED SILICA (UNII: Y6O7T4G8P9)				
SORBITOL (UNII: 506T60A25R)				
SODIUM CITRATE (UNII: 1Q73Q2JULR)				
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)				
WATER (UNII: 059QF0KO0R)				
SODIUM LAURYL SULFATE (UNII: 368GB5141J)				
SODIUM GLUCONATE (UNII: R6Q3791S76)				
CARRAGEENAN (UNII: 5C69YCD2YJ)				
SACCHARIN SODIUM (UNII: SB8ZUX40TY)				
XANTHAN GUM (UNII: TTV12P4NEE)				
ZINC CITRATE (UNII: K72I3DEX9B)				
SODIUM HYDROXIDE (UNII: 55X04QC32I)				
STANNOUS CHLORIDE (UNII: 1BQV3749L5)				
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)				
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:69423-765-37	1 in 1 CARTON	02/16/2023	
1		104 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-765-16	1 in 1 CELLO PACK	02/16/2023	07/24/2025
2		1 in 1 CARTON		
2		104 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-765-85	1 in 1 CARTON	04/01/2024	
3		24 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:69423-765-	1 in 1 CARTON	02/16/2023	05/01/2023

4	28	1 in 1 CARTON	02/10/2023	03/01/2023
4		79 g in 1 TUBE; Type 0: Not a Combination Product		
5	NDC:69423-765-41	1 in 1 CARTON	02/16/2023	
5		116 g in 1 TUBE; Type 0: Not a Combination Product		
6	NDC:69423-765-46	1 in 1 CARTON	02/16/2023	
6		130 g in 1 TUBE; Type 0: Not a Combination Product		
7	NDC:69423-765-48	1 in 1 CARTON	02/16/2023	
7		136 g in 1 TUBE; Type 0: Not a Combination Product		
8	NDC:69423-765-52	1 in 1 CARTON	02/16/2023	
8		147 g in 1 TUBE; Type 0: Not a Combination Product		
9	NDC:69423-765-03	3 in 1 CARTON	01/01/2023	
9		136 g in 1 TUBE; Type 0: Not a Combination Product		
10	NDC:69423-765-33	3 in 1 CELLO PACK	01/01/2023	
10		1 in 1 CARTON		
10		104 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	01/01/2023	

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

Revised: 7/2025

The Procter & Gamble Manufacturing Company