

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

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: 1/2026

The Procter & Gamble Manufacturing Company