

CREST PRO HEALTH SENSITIVE AND ENAMEL SHIELD- stannous fluoride paste, dentifrice

The Procter & Gamble Manufacturing Company

Crest Pro-Health Sensitive and Enamel Shield

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

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, carrageenan, flavor, sodium citrate, xanthan gum, zinc citrate, glycine, sodium hydroxide, stannous chloride, sodium saccharin, sucralose, titanium dioxide, blue 1

Questions?

1-800-594-4158

DISTR. BY PROCTER & GAMBLE,
CINCINNATI, OH 45202

Principal Display Panel - 121 g tube in carton

<p>Drug Facts</p> <p>Active ingredient Stannous fluoride 0.454%...Anticavity, antigingivitis, antitartar, antiplaque</p> <p>Purposes • aids in the prevention of cavities • helps prevent gingivitis • helps tartar with the beneficial effects of plaque associated with gingivitis • helps control plaque bacteria that contribute to the development of gingivitis • builds temporary protection against painful sensitivity of teeth associated with acids, sweets, or contact</p> <p>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</p>	<p>Drug Facts (continued)</p> <p>indicate a serious problem that may need prompt care. Keep out of reach of children. If more than used for brushing in accidentally swallowed, get medical help or contact a Poison Control Center right away. Directions • Adults and children 12 yrs. & older apply a tooth's (1-tooth) strip of the product onto a soft 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 tooth. • do not swallow • children under 12 yrs. ask a dentist</p> <p>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.</p>	<p>Drug Facts (continued)</p> <p>• this Crest is specially formulated to help prevent staining • see your dentist regularly</p> <p>Inactive ingredients water, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carrageenan, flavor, sodium citrate, xanthan gum, zinc citrate, glycine, sodium hydroxide, stannous chloride, sodium saccharin, sucralose, titanium dioxide, blue 1</p> <p>Questions? 1-800-594-4158</p> <p>P&G www.pg.com www.crest.com Patents: www.pg.com/patents DISTR. BY PROCTER & GAMBLE, CINCINNATI, OH 45202 © 2023 P&G</p> <p>*Stabilized with Amino Acid Glycine to unleash the power of Stannous Fluoride</p>	 <p>0 30772 05435 2</p>
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SENSITIVE & ENAMEL SHIELD

Crest
PRO-HEALTH™



Crest
PRO-HEALTH

NET WT 2.6 OZ (73 g) FLUORIDE TOOTH PASTE FOR ANTICAVITY, ANTINGINGIVITIS AND SENSITIVE TEETH

- ✓ CAVITIES
- ✓ GUM
- ✓ ENAMEL
- ✓ SENSITIVITY
- ✓ PLAQUE
- ✓ TARTAR
- ✓ WHITENS
- ✓ FRESHENS BREATH

SENSITIVE & ENAMEL SHIELD

PROTECTS 100% OF THE WHOLE MOUTH

1.5X MORE FREE
vs 0.85 OZ

FORMULATED WITH AMINO ACID GLYCINE

RECYCLABLE CARTON



CREST PRO-HEALTH SENSITIVE & ENAMEL SHIELD IS A SMOOTH, FOAMY PASTE THAT RELIEVES TOOTH SENSITIVITY & PROVIDES ALL THE BENEFITS OF PRO-HEALTH.

Crest®

PRO-HEALTH

FLUORIDE TOOTH PASTE FOR ANTICAVITY, ANTINGINGIVITIS AND SENSITIVE TEETH

CAVITIES GUM ENAMEL SENSITIVITY PLAQUE TARTAR WHITENS FRESHENS BREATH

NET WT 2.6 OZ (73 g)

FORMULATED WITH AMINO ACID GLYCINE

SENSITIVE & ENAMEL SHIELD

PROTECTS 100% OF THE WHOLE MOUTH

1.5X MORE FREE

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stannous fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:69423-783
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
STANNOUS FLUORIDE (UNII: 3FTR44B32Q) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.5 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
ZINC CITRATE (UNII: K72I3DEX9B)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
SODIUM CITRATE (UNII: 1Q73Q2JULR)	
STANNOUS CHLORIDE (UNII: 1BQV3749L5)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
SORBITOL (UNII: 506T60A25R)	
GLYCINE (UNII: TE7660XO1C)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
FD&C BLUE NO. 1 (UNII: H3R47K3TBD)	

Product Characteristics

Color	blue	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69423-783-43	1 in 1 CARTON	10/03/2022	
1		121 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:69423-783-26	1 in 1 CARTON	10/03/2022	
2		73 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:69423-783-46	1 in 1 CARTON	10/03/2022	
3		130 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	10/03/2022	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 2/2024

The Procter & Gamble Manufacturing Company