

paste

Crest PRO-HEALTH Toothpaste

The first and only leading toothpaste that treats both gingivitis *and* sensitivity

Significantly improves gingival health



- Stabilized stannous fluoride is a powerful antibacterial agent that kills a broad spectrum of bacteria associated with plaque and gum issues⁵



- Significant 33% reduction in plaque bacteria 12 hours postbrushing vs control¹

In a clinical study

21% reduction in gingival inflammation⁶

57% reduction in gingival bleeding⁶

Crest PRO-HEALTH Toothpaste is accepted for 6 benefit areas by the ADA



The ADA Council on Scientific Affairs' Acceptance of Crest PRO-HEALTH Toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis and plaque above the gumline and bad breath, to relieve sensitivity in otherwise normal teeth, and to whiten teeth by removing surface stains, when used as directed.

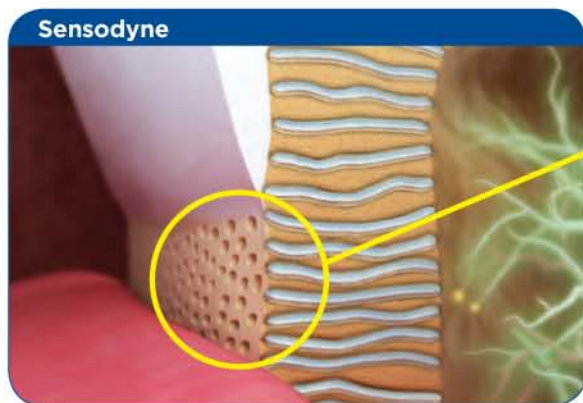


Also available in
Night and Whitening*

Also available in
Enamel Shield

Crest PRO-HEALTH is the only toothpaste accepted by the ADA that treats the cause of sensitivity—open tubules—not just the symptom

Unlike Sensodyne[®], which only desensitizes the nerves, Crest PRO-HEALTH Toothpaste blocks dentinal tubules to treat sensitivity at the source



Exposed tubules

- Sensodyne with potassium nitrate helps prevent pain signals from being transmitted to the brain, but nerves are still being assaulted by fluid movement⁷



Blocked tubules

- Crest PRO-HEALTH Toothpaste with stabilized stannous fluoride blocks dentinal tubules to help prevent sensitivity⁵

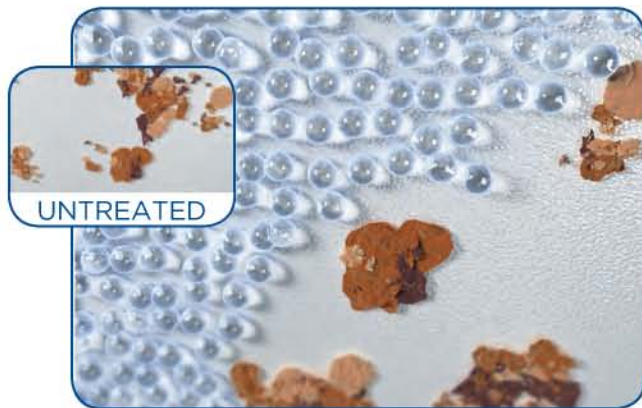


Crest PRO-HEALTH Toothpaste: It's the first toothpaste to be accepted for 6 benefit areas by the ADA

Crest PRO-HEALTH Toothpaste has powerful stain removal and protection

Sodium hexametaphosphate chemically removes surface stains and forms a protective layer⁸

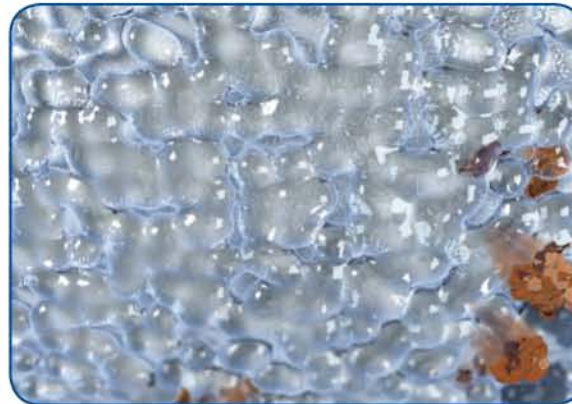
Extrinsic stain removal



AFTER USE OF CREST PRO-HEALTH

Sodium hexametaphosphate binds to free calcium, disrupting the pellicle to chemically remove existing stains

Extrinsic stain protection



AFTER USE OF CREST PRO-HEALTH

Sodium hexametaphosphate stays on tooth surface to prevent new stains from forming

- Provides whitening with powerful stain removal efficacy
- Reduces stains by 96%