






CREST® PRO-HEALTH™ TOOTHPASTE

The first toothpaste recognized by the American Dental Association to protect against: Cavities, Gingivitis, Plaque, Tooth Sensitivity and Stains. And it fights Tartar Buildup and Freshens Breath!

Product	Benefits
<p>Crest Pro-Health Enamel Shield Toothpaste</p> 	<p>Shield against acid attack with new Crest Pro-Health Enamel Shield Toothpaste. It protects against enamel loss in three ways: It binds to enamel to form a micro-thin shield, it kills acid-producing bacteria and it re-mineralizes teeth to strengthen enamel. It protects all these other areas dentists check most: tartar, cavities, fresh breath, sensitivity plaque and gingivitis.</p>
<p>Crest Pro-Health Whitening Toothpaste</p> 	<p>Crest Pro-Health Whitening Toothpaste in Clean Mint flavor is uniquely formulated to reduce up to 80% of surface stains.* It reduces unhealthy build-up with brushing and it protects all these other areas dentists check most: tartar, cavities, fresh breath, sensitivity, plaque and gingivitis.</p>
<p>Crest Pro-Health Night Toothpaste</p> 	<p>Crest Pro-Health Night Toothpaste protects your mouth at night for a healthier mouth that is cleaner in the morning versus brushing alone with a standard toothpaste. This unique formula provides protection against cavities, gingivitis, plaque, teeth sensitivity and tartar, plus it freshens your breath with a cool, clean mint flavor. But it doesn't stop there. Crest Pro-Health Toothpaste is formulated to provide excellent whitening benefits, too.</p>
<p>Crest Pro-Health Clean Mint Paste</p> 	<p>Crest Pro-Health Toothpaste in Clean Mint flavor is uniquely formulated to provide protection against cavities, gingivitis, plaque, teeth sensitivity and tartar, plus it freshens your breath with a cool, clean mint flavor. But it doesn't stop there. Crest Pro-Health Toothpaste is formulated to provide excellent whitening benefits, too.</p>
<p>Crest Pro-Health Clean Cinnamon Paste</p> 	<p>Get a healthier smile with Crest Pro-Health Toothpaste in Clean Cinnamon. The crisp flavor almost makes you forget it's also protecting these areas dentists check most: cavities, gingivitis, plaque, teeth sensitivity and tartar, all while freshening your breath. Crest Pro-Health Toothpaste also provides excellent whitening benefits.</p>

Availability

Products are available nationwide at drug stores, food stores, club stores and mass merchandisers. Pricing is at the sole discretion of the retailer. Log on to www.crest.com for more information.