



PROMOTES GUM HEALING AND HELPS DENSIFY TEETH

There is a Crest Toothpaste for Every Patient Need



FORMULATED FOR
**ROOT
SENSITIVITY**



FORMULATED FOR
**BLEEDING &
INFLAMMATION**



FORMULATED FOR
**MINERAL DENSITY
& ENAMEL EROSION**

*24-hour enamel protection against tooth density loss with twice daily brushing

GINGIVITIS IMPACTS 55% OF ADULTS*



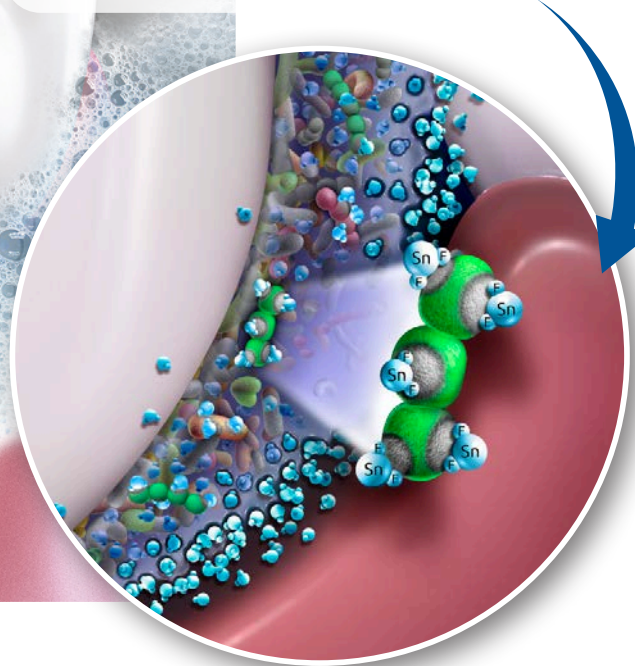
**GUM
DETOXIFY™**

GET TO THE BOTTOM OF GINGIVITIS



ACTIVATED FOAM **PENETRATES**
UP TO 4MM SUBGINGIVAL

STANNOUS FLUORIDE PENETRATES DEEP INTO THE BIOFILM TO
HELP NEUTRALIZE GINGIVITIS-CAUSING BACTERIA
BELOW THE GUMLINE



99% of gingivitis patients
showed reduced gum bleeding
and inflammation after 8 weeks
in clinical studies.¹

FIGHTS PLAQUE BACTERIA FOR 12 HOURS

CLINICALLY PROVEN HEALTHY GUMS



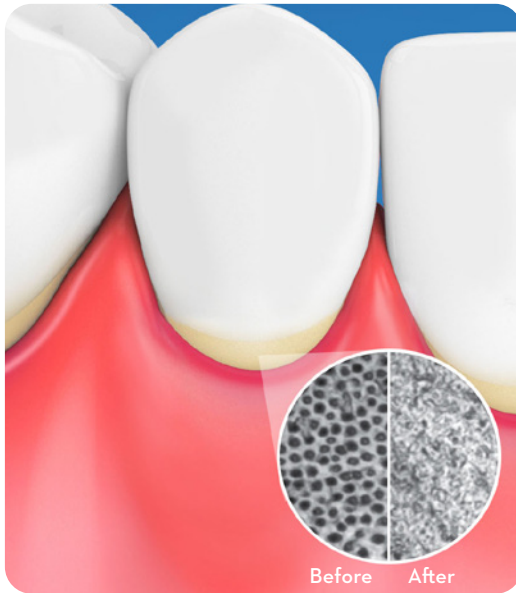
*Li Y et al. Prevalence and severity of gingivitis in American adults. *American Journal of Dentistry* 2010;23(1):9-13.
Reference: 1. Data on file. P&G, 2018.

80% OF SENSITIVITY STARTS AT THE GUMLINE DUE TO RECESSION*



GUM
AND
SENSITIVITY™

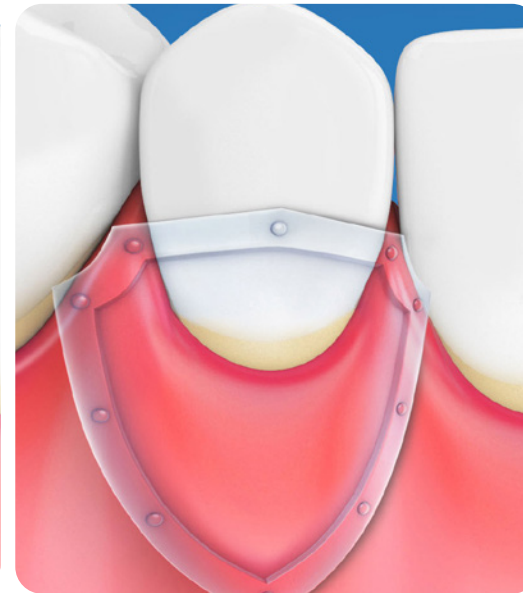
TREAT SENSITIVITY AT THE ROOT OF THE PROBLEM



OCCLUDES EXPOSED TUBULES
to provide relief from
root sensitivity



KILLS PLAQUE BACTERIA
that can lead to gingivitis,
a risk for gingival recession – a cause
of root sensitivity



SHIELDS EXPOSED DENTIN
by creating a layer of protection for root
sensitivity relief

Helps reverse
gingivitis, while
the InstaShield™
Formula† quickly
treats and helps
prevent‡ root
sensitivity.

**CLINICALLY PROVEN HEALTHY GUMS
AND SENSITIVITY RELIEF**



* There are many causes of gum recession.

† Starts working immediately by blocking tubules for relief within days.

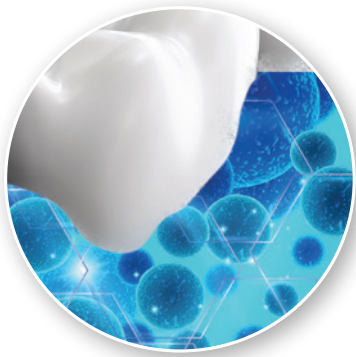
‡ Helps prevent future sensitivity by fighting acid erosion, plaque and gingivitis to reduce the risk of enamel loss and gum recession, causes of tooth sensitivity.

DENSITY LOSS CAN LOWER TOOTH MINERAL HARDNESS BY UP TO 80%^{1,2}



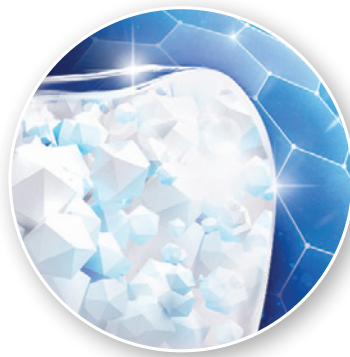
DENSIFY™

ACTIVELY REBUILD TOOTH DENSITY FOR STRONGER TEETH



Protects

enamel from caries-causing bacteria by effectively penetrating into the plaque biofilm*



Enhances

remineralization to strengthen weakened enamel and prevent cavities



Shields

teeth to protect minerals & helps prevent acid erosion

24-HOUR ENAMEL PROTECTION AGAINST TOOTH DENSITY LOSS†



References: 1. Featherstone JDB et al. *Caries Res* 1983;17(5):385-91. 2. Featherstone JDB et al. Factors relating to demineralisation and remineralisation of the teeth. Oxford: IRL Press, Ltd., 1986;23-34.

*Formulated with stannous fluoride. †24-hour enamel protection against tooth density loss with twice daily brushing