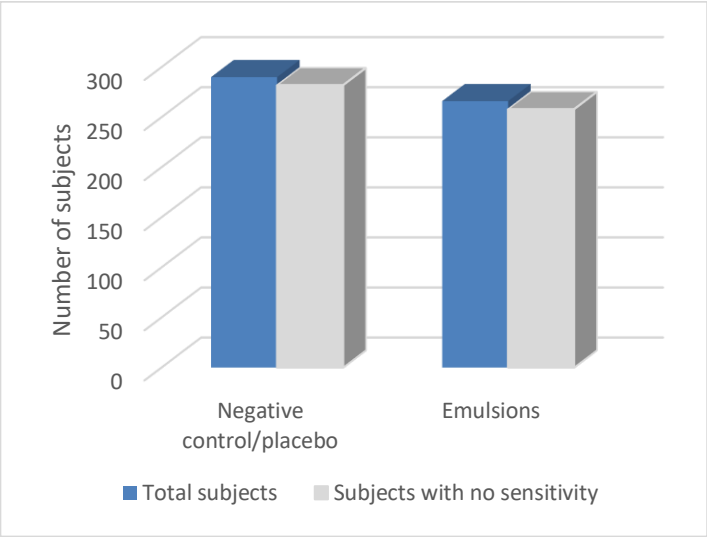
Key Clinical Findings Demonstrating Whitening Efficacy and Safety of Crest Whitening Emulsions

A series of investigations supports the whitening efficacy and excellent safety profile of Crest Whitening Emulsions micro-droplet technology, an innovative leave-on treatment with hydrogen peroxide.

Virtually no sensitivity

A meta-analysis of 21 clinical trials confirms tooth sensitivity occurrence is not significantly different for Crest Whitening Emulsions versus Negative Control/Placebo. Both groups showed virtually no sensitivity.



Methods

- 9 clinical trials evaluating Crest Whitening Emulsions
- 12 clinical trials testing placebo or negative control.
- Study duration ranged from 1 to 40 days of product use.
- Subject-reported tooth sensitivity events were captured in each study via an Oral Status Interview and were included in the analysis.

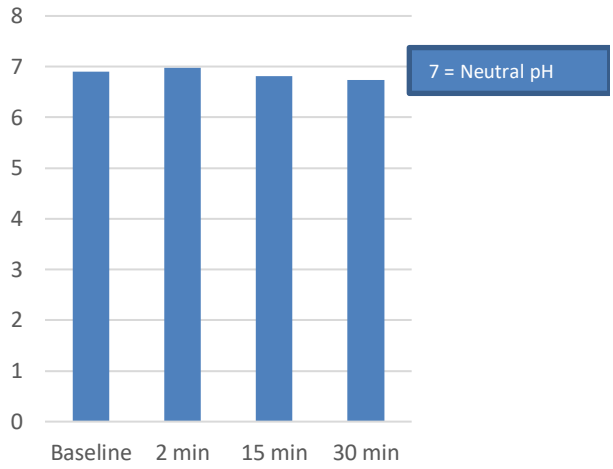
Safe on Hard and Soft Tissues

A peroxide kinetics study, which indicates the release of peroxide in saliva over time from the emulsion, confirms the safety of Crest Whitening Emulsions. Salivary peroxide concentration and shift in pH were negligible following up to 30 minutes of use.

Percent peroxide concentration in saliva

Time	Median	Maximum
Baseline	0.0000	0.0001
2 min	0.0129	0.0351
15 min	0.0000	0.0068
30 min	0.0000	0.0003

pH Level at each time point



N=20. Saliva collections were performed prior to each application and after 2, 15 or 30 minutes.

Clinical Comment:
Crest Whitening Emulsions with 3% hydrogen peroxide is a breakthrough whitening technology featuring peroxide droplets in a water-resistant hydrating base designed to protect teeth from whitening-related sensitivity. The Emulsion chemistry provides contact time and concentration without a physical device to wear. The product delivers 5x more active hydrogen peroxide compared to other whitening gels and pens. This unique formula is enamel-safe for daily use and stays on teeth long after application with no need to rinse, brush or remove.