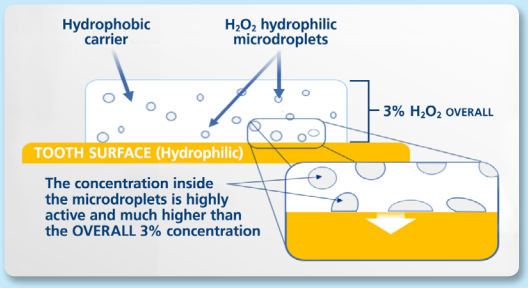
CREST® WHITENING EMULSIONS

Crest® Whitening Emulsions is a breakthrough technology

- **Features highly concentrated micro-droplets of peroxide (~25 microns)**
- **Water-resistant hydrating base protects teeth from whitening-related sensitivity**
- **Effective contact time and concentration without a physical barrier device**



Whitening Fact or Fiction?

FICTION — All whitening causes sensitivity.

A meta-analysis of 21 clinical trials supports virtually no sensitivity with use of Crest® Whitening Emulsions.[1]

Emulsions protects teeth from dehydration, one of the main causes of sensitivity due to its unique water-resistant hydrating base.

- Whitening-related sensitivity is different from dentinal hypersensitivity caused by Bränströmm hydrodynamic theory.

FACT — There's more to whitening than percent of peroxide.

Delivery of peroxide, formulation, and patient tolerability also matter.

- Higher peroxide concentration may improve results, but often with lower tolerability. The proprietary delivery system of highly concentrated micro-droplets efficiently delivers peroxide for optimal whitening.

DID YOU KNOW?
10% Carbamide Peroxide = 3% Hydrogen Peroxide (at 3:1 ratio)

FACT — There is science behind the light.

*Research shows light applied at the **END** of Crest® Whitening Emulsions treatment provided 49% greater whitening versus no light after 14 applications.*

- The timing of light application is **KEY** to stain photoactivation, which can only occur once peroxide has diffused to the stain site. The spectrum of intensity of the blue UV light is also critical to outcomes.

FICTION — Tooth whitening is contraindicated with products that occlude tubules.

Tooth whitening is not contraindicated with products that occlude tubules.

- The peroxide molecule is small enough to diffuse through enamel prisms and dentin matrix to the dentin-enamel junction. **Reminder:** Tubule occlusion occurs within dentin.

WHAT ABOUT SAFETY TO ENAMEL?
Data shows Crest® Whitening Emulsions is safe to enamel and dentin[2]

FICTION — Only trays can provide the contact time needed to intrinsically whiten teeth.

Adequate contact time is critical to effective whitening, not the tray.

- Crest® Whitening Emulsions provides contact time due to the hydrophobic carrier that protects hydrophilic microdroplets of peroxide. Peroxide remains on the tooth surface up to 150 minutes after application.[1]

FACT — Toothpastes can control surface stains without being abrasive.

Formulations can include ingredients to prevent stains and brighten the appearance of teeth without RDA impact.

Scan code for more information about RDA

- **Reminder:** According to the FDA, ISO and ADA, toothpastes evaluated in the lab with an RDA of ≤250 are safe for a lifetime of use.

1. P&G, data on file.
2. Suszcynsky-Meister E, et al. *Am J Dent.* 2022, in press.

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Crest WHITENING EMULSIONS

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