



Crest® PRO-HEALTH™ Clean Mint Toothpaste has a new formula and an improved usage experience designed to delight consumers. It is the only fluoride toothpaste that both strengthens enamel and supports healthier gums.

Crest PRO-HEALTH is the only toothpaste accepted by the American Dental Association to provide benefits in seven key areas dentists check, including cavities, gingivitis, sensitivity, plaque, tartar, whitening, and fresh breath.

- This advanced toothpaste promotes healthier gums and stronger teeth vs. regular fluoride toothpaste by...
 - Providing a smooth, gentle, invigorating clean
 - Reducing plaque and gingivitis better than Colgate Total*
- It protects enamel better against acid erosion than regular fluoride toothpaste. Acid erosion, caused by acids in everyday food, can soften and thin enamel, leaving teeth less white, weaker and sensitive.

*Colgate Total® is a registered trademark of Colgate-Palmolive Company.

About Crest PRO-HEALTH Clean Mint Toothpaste Technology:

The formulation contains ActiveStrength™ technology with stabilized stannous fluoride, to help provide healthier gums and stronger teeth.

- Restores gum health by killing a broad spectrum of bacteria and inhibiting bacterial regrowth.
- Strengthens tooth enamel by protecting against acid levels in the danger zone.

Availability

New Crest PRO-HEALTH Clean Mint Toothpaste is available at retailers across the United States.

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