



Consumers using the leading sensitivity toothpaste may not be getting all the protection they want. **Crest Pro-Health Sensitive Shield** toothpaste, with a specially designed smoother formula, guards against teeth sensitivity and protects your entire mouth with its clinically proven active ingredient.

Protect your sensitive teeth without giving up other oral health benefits.

- If you struggle with teeth sensitivity, you no longer have to spend your time and money using more than one toothpaste to get all the protection you want for a healthy mouth. Crest Pro-Health is the first and ONLY leading toothpaste to protect against teeth sensitivity and all these other areas dentists check most: cavities, gingivitis, tartar, plaque, fresh breath, and whitening.
- Used together, the Crest Pro-Health Sensitive Shield Regimen is a collection of products that offer sensitivity protection plus comprehensive oral health benefits, and includes the following products:
 - Crest Pro-Health Sensitive Shield Toothpaste
 - Crest Glide Pro-Health Floss for Sensitive Gums
 - Oral-B Pro-Health Gentle Clean Toothbrush



About Crest Pro Health Sensitive Shield Technology:

- Crest Pro-Health Sensitive Shield toothpaste contains the clinically proven active ingredient Stannous Fluoride, which reduces sensitivity by blocking the painful triggers from stimulating nerves inside the tooth. Stannous Fluoride also binds to enamel to create a micro-thin shield around the tooth protecting it from future encounters with stimuli, such as hot and cold drinks or foods.
- Crest Glide Pro-Health Floss for Sensitive Gums is 2x softer vs. Glide Original and is designed to make flossing more comfortable for even the most sensitive gums.
- Oral-B CrossAction® Pro-Health Gentle Clean Brush combines extra soft CrissCross® and Power Tip® bristles to remove up to 90% of plaque while still being gentle on gums.

Availability:

The Crest Pro-Health Sensitive Shield family of products will be available in major retail and eRetail stores in the U.S. beginning March 2010.



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