Crest and Oral-B are introducing a clinical line of products for people who suffer from either of the two most common oral care problems: tooth sensitivity, and gingivitis, which affects more than 50% of American adults.¹

These dentist-inspired Crest Clinical toothpaste products feature clinically proven ingredients:

- **Crest Pro-Health Clinical Gum Protection:**
  Unlike ordinary toothpastes, this one helps eliminate plaque at the gum line and is clinically proven to help prevent and reverse gingivitis in just 4 weeks.

- **Crest Sensitivity Clinical Sensitivity Relief:**
  This toothpaste provides the maximum level of a clinically proven sensitivity ingredient for sensitivity relief, while also offering whitening and fresh breath benefits.

About Crest Clinical Technology:

- **Crest Pro-Health Clinical Gum Protection Toothpaste** has a newly balanced stabilized stannous fluoride chemistry that provides an increase in antibacterial power, resulting in our highest level of protection against plaque bacteria that cause gingivitis. This toothpaste also protects against all the other areas dentists check most: cavities, plaque, tartar, sensitivity, stains and bad breath.

- **Crest Sensitivity Clinical Sensitivity Relief** contains the active ingredient potassium nitrate and provides maximum strength by helping to relieve the pain of sensitive teeth by soothing the nerves in teeth where dentin is exposed.

- For excellent oral health, **Crest Clinical products** can be combined with the new **Oral-B Glide Pro-Health Clinical Protection™ Floss**, as part of a complete dental program. When used together, these products help reverse gingivitis in as little as two weeks. Also, use the **Oral-B CrossAction Pro-Health Toothbrush**, which removes up to 50% more plaque along the gumline than an ordinary manual brush.

Availability:

The Crest Clinical family of products will be available in major retail and eRetail stores in the U.S. beginning August 2010.

For more information visit [www.crestprohealth.com](http://www.crestprohealth.com)

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