The new Crest and Oral B Pro-Health Clinical line of products helps individuals maintain a healthy, clean mouth at home.

This innovative line-up of oral care products provides clinical protection for a healthy mouth by reducing plaque and helping prevent it from coming back:

- **Crest Pro-Health Clinical Rinse** is a clinical breakthrough that helps keep teeth 91 percent clean of plaque for up to two months after a dental visit.
  - Helps fight and reverse gingivitis in as little as two weeks.
  - Kills 99 percent of germs that cause bad breath.

- **Crest Pro-Health Clinical Plaque Control Toothpaste** is an advanced formula that significantly reduces plaque on teeth to help maintain a healthy, clean mouth at home.
  - Helps protect against all the areas dentists check most: plaque, cavities, gingivitis, sensitivity, tartar, stains and bad breath.
  - Clinically proven to help keep plaque from coming back.
  - Works by killing plaque germs and slowing down their ability to generate new plaque.

- **Oral-B Pro-Health Clinical Pro-Flex Toothbrush** removes up to 93% of hard-to-reach plaque.
  - Unlike ordinary brushes, the Oral-B Pro-Health Clinical Pro-Flex brush has two flexing sides that individually adjust to teeth and gums to clean areas where plaque growth begins.
  - Provides a superior clean versus an ordinary manual toothbrush with regular use.
About Crest & Oral-B Pro-Health Clinical Line Technology:

• Crest Pro-Health Clinical Rinse, Crest’s most advanced formula ever, contains the highest concentration of plaque-reducing Cetylpyridinium chloride of any Pro-Health rinse.

• Oral-B Pro-Health Clinical Pro-Flex is a unique toothbrush with dual-flexing-side technology. The individual flexing sides adjust to the unique contours of each mouth to deliver an amazing clean, removing up to 93% of plaque in hard-to-reach places.

Availability:

The Crest and Oral-B Pro-Health Clinical line will be available in mass market retail, drug and grocery stores throughout the U.S. in March 2012.

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