Since its inception in 1955, the Crest brand has continually developed products to improve oral health:

- **Crest 3D White® Luxe Lustrous Shine**
  Toothpaste works to remove up to 90% of surface stains in one week and shines to brighten in just one day. With WHITELOCK™ Technology, this toothpaste not only whitens and brightens, but protects against future stains, as well.

- **Crest 3D White® Luxe Glamorous White**
  Toothpaste works to remove up to 90% of surface stains in just 5 days. It delivers brilliant whitening results and protects against future stains with WHITELOCK™ Technology. It strengthens and rebuilds weakened enamel, and removes surface stains in hard to reach places with gentle foaming action.

- **Crest 3D White® Brilliance**
  Toothpaste uses an Illuminating Complex that leaves smiles dazzlingly white, brilliantly clean and amazingly fresh. It is designed to be used with 3D White® Brilliance Boost, Crest 3D White's first polishing treatment designed amplify teeth’s luminosity and shine.

- **Crest 3D White® Luxe Sensitivity**
  is a dual action toothpaste that delivers enamel-safe whitening power and provides sensitivity relief by building protection and insulating the tooth from pain.

- **Crest Be®**
  shakes up the oral care routine with invigorating flavors and energizing scents. The line features three bold and exciting flavors and provides the efficacy expected from Crest, including cavity protection, cleaning, fresh breath and whitening.

With new Crest 3D White® products and the new Crest Be® line of toothpastes, Crest continues to introduce innovative dental care products that contribute to healthy, beautiful smiles. The Crest 3D White whitening products remove teeth stains due to eating and drinking. Crest Be is a new kind of toothpaste, bursting with exciting flavors.
About Crest 3D White and Crest Be Technology:

• **Crest 3D White Luxe Glamorous White**  
  Toothpaste protects against stains with WHITELOCK™ Technology, an advanced technology that locks out future stains, even in teeth’s microfine lines.

• **Crest 3D White Luxe Lustrous Shine**  
  Toothpaste protects against stains with WHITELOCK™ Technology. The patented, enamel-safe formula creates a foaming action that helps carry away surface stains to gently whiten teeth, even in hard-to-reach places.

• **Crest 3D White Brilliance**  
  Toothpaste contains an Illuminating Complex designed to give shine and luster to the tooth’s surface for a brilliant smile after just one use. Micro-cleansing whiteners polish away surface stains, and a gentle foaming action cleans by reaching areas between teeth.

• **Crest 3D White Brilliance Boost** is a non-fluoride formula that offers 3X the amount of stain-lifting ingredient* and is designed for use after Crest 3D White® toothpaste to boost brightness. It amplifies whiteness with a unique concentrated micro-polishing complex that helps remove surface stains due to coffee, tea, wine and smoking.

• **Crest 3D White Luxe Sensitivity**  
  Toothpaste contains 5% potassium nitrate, the same sensitivity active ingredient as Sensodyne®¹.

• The Crest Be lineup contains Sodium Fluoride to protect against cavities, and is available in three exciting flavors:
  – **Crest Be® Lime Spearmint Zest** begins with fresh, fragrant spearmint leaves and a hint of tart lime and finishes with a touch of refreshing and lingering coolness.
  – **Crest Be® Vanilla Mint Spark** starts with a crisp peppermint flavor, softened with a smooth vanilla undertone, and ends in a lasting cool and clean feeling.
  – **Crest Be® Mint Chocolate Trek** opens with a rich, creamy cocoa flavor, evolves to a minty cool sensation, and ends with a lingering fresh feeling.

Availability:

These new Crest products are available at drugstores and mass retailers across the United States beginning February 2014. Crest 3D White products are also available online at www.3DWhite.com.

*vs. Crest 3D White Toothpastes  
¹Sensodyne is a registered trademark of GlaxoSmithKline.