



**Oral-B Pro-Expert** is being introduced in several new countries, bringing the exceptional oral care benefits of this scientifically advanced formulation to people in Europe, Africa, and South America.

**Marketed under several brand names, this groundbreaking toothpaste has expanded its market and is now available in Belgium, Brazil, Colombia, Ireland, the Netherlands, Nigeria and the UK:**

- This formulation was more than a decade in development and contains Stabilized Stannous & Fluoride, regarded by experts as providing outstanding benefits.
- In clinical trials, Oral-B Pro-Expert delivered unprecedented results. It has been proven to deliver comprehensive care across the eight areas dentists check most: cavities, gums, plaque, sensitivity, enamel, tartar, surface stains and fresh breath.
- Oral-B Pro-Expert builds on P&G's researchers' long history of developing advanced dental technologies that provide therapeutic and cosmetic benefits.
  - In 1955, Crest was launched as the first toothpaste clinically proven to prevent tooth decay.
  - In 1985, Crest introduced the first tartar control toothpaste, which was also the first tartar control product to receive the American Dental Association (ADA) Seal.
  - In 1999, Crest introduced the first whitening toothpaste to receive the ADA Seal.

## About Oral-B Pro-Expert Technology:

Oral-B Pro-Expert toothpaste is a scientifically advanced formulation that combines the therapeutic benefits of stannous with the cosmetic benefits of a polyphosphate in Stabilized Stannous & Fluoride. Numerous laboratory and clinical studies have demonstrated the safety and efficacy of Stabilized Stannous and Fluoride.

## Availability:

This groundbreaking formulation is available now in several countries in the following products: Oral-B Pro-Expert and Oral-B Pro-Sensitive (Belgium, Netherlands), Oral-B Pro-Saúde and Oral-B Pro-Sensitive (Brazil), Oral-B Pro-Expert (UK, Ireland), Oral-B Pro-Health (Nigeria), and Oral-B Pro-Salud Limpieza Profunda, Oral-B Pro-Salud and Oral-B Pro-Sensitive (Colombia).

### Contacts

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