

Congratulations!
You just took the first step towards a brighter, whiter smile!

3 easy steps to a beautiful, whiter smile



PEEL

- Peel Crest 3D White Whitestrips from backing liner.

APPLY

- Apply the lower strip first.
- Using a mirror, apply gel side of strip on front teeth.
- Align straight edge of strip with gumline. Press gently with finger pads for 2-3 seconds onto front side of teeth.
- Fold over teeth. Press gently with finger pads for 2-3 seconds onto back side of teeth.

REVEAL

- Wear for recommended time, remove and discard.

WEAR TIME	30 MINUTE	1 HOUR
Crest 3D White Whitestrips Type	• Classic Vivid • Glamorous White • Gentle Routine • Shimmer White	• 1 Hour Express • Monthly Whitening Boost

COMMONLY ASKED QUESTIONS

How does Crest 3D White Whitestrips work?
Crest 3D White Whitestrips are thin, flexible strips that are coated with a peroxide-infused gel uniquely designed to conform to the shape of your teeth. The product works by keeping the whitening gel on your teeth to get at stain build-up below the enamel surface to visibly whiten your teeth.

What about tooth sensitivity and gum discomfort?
With all whitening products there is a chance that you may experience tooth sensitivity and/or gum discomfort. With products that provide a high level of whitening, there is a greater chance that you may experience tooth sensitivity and/or gum discomfort. **These effects are generally mild. These effects are temporary and not harmful.** If significant tooth sensitivity or gum discomfort develops, try stopping usage for 2-3 days, then resume usage. If the problem persists discontinue usage.

Will Crest 3D White Whitestrips affect my dental work?
IF YOU ARE IN NEED OF DENTAL WORK, HAVE DENTAL WORK, OR STAINING FROM MEDICATION, ASK YOUR DENTIST IF WHITENING IS APPROPRIATE. Crest 3D White Whitestrips are designed to hold well to teeth. Do not use on loose teeth, restorations, or braces. Crest 3D White Whitestrips will only whiten natural teeth. The strips will not whiten caps, crowns, veneers, fillings or dentures.

Is Crest 3D White Whitestrips safe for my tooth enamel?
Yes. Crest 3D White Whitestrips contains peroxide, the same enamel-safe ingredient dentists use for tooth whitening. Extensive testing has shown the product to be safe when used as directed.

Sometimes I see white spots on my teeth after I remove a strip. Will they go away?
Sometimes white spots appear on your teeth immediately after whitening; this is normal. Sometimes white spots are a result of the whitening action of the strip, these white spots are temporary and will go away with time. Sometimes whitening makes the natural imperfections in teeth become more visible, this may appear to you as white spots.

What if I have trouble removing Crest 3D White Whitestrips?
Crest 3D White Whitestrips are uniquely designed to hold well to teeth. If you are having trouble removing the strip, peel the strip off the back of your teeth first. This will loosen the grip and make it easier to remove the rest of the strip.

ADDITIONAL USAGE INFORMATION

- It is best if you do not brush your teeth immediately before applying strips.
- Use up to two kits of Crest 3D White Classic Vivid, Glamorous White, 1 Hour Express, Gentle Routine, or Shimmer White Whitestrips per year.
- Use full kit, one treatment per day.
- For faster results with Crest 3D White Classic Vivid, Glamorous White, or Shimmer White Whitestrips, use twice a day.

IMPORTANT USAGE INFORMATION

CAUTION: Keep out of reach of young children.

- **Crest 3D White 1 Hour Express Whitestrips is not intended for use in children under the age of 18.**
- **The following Crest 3D White Whitestrips are not intended for use in children under the age of 12:**
 - Gentle Routine
 - Monthly Whitening Boost
 - Classic Vivid
 - Glamorous White
 - Shimmer White

Your dentist and Crest want to keep your teeth healthy. Visit your dentist regularly. Crest 3D White Whitestrips is not a substitute for regular dental care. **Do not swallow plastic strip.**

Do not eat, smoke, sleep, or drink (with the exception of water) while wearing Crest 3D White Whitestrips.

Avoid eye contact. Rinse eyes thoroughly with water if gel comes in contact with them. Handle strips with dry hands.

Gel that comes into contact with the skin can cause temporary skin irritation and/or whitening. Wash hands with soap and water after applying the strips.

To learn more about Crest Whitestrips or get special offers, go to www.crest.com/whitestrips.

Questions?
Call 1-800-395-8423 or visit www.crest.com/whitestrips.

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www.pg.com

90846195

SGS
7435 Empire Drive
Florence, Kentucky 41042
Phone: (859) 525-1190
Fax: (859) 647-8205

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DRAWING NUMBER:	SUPERSEDES:
95666652.002	**95666652.001**

Authorized for Issue by:
Juan Carlos Visneiro - HCRC - 513-622-3781

Description: LE COUPON CREST WSTRIP 2 IN 1 CARD MULTI NA.	
Die / GCAS No.: 95666652.002	**SGS No.:** 95666652.002
Supersedes: 95666652.001	**Supplied by:** Southern Graphic Systems
Date: 05/17/2007	**Supplied for:** The Procter & Gamble Company
Application: Illustrator CS2	**Prepared By:** CAC

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NOTES	ISSUE	LEGEND
Measurements are in Inches[Millimeters]	95666652.001 - Initial Construction 7/27/06. 8/1/06 - Removed the Perf Line from Coupon Area. .002 - Changed the Description 5/17/07	3/32" Copy Limits Cut Lines 1/8" Bleed Lines Fold/Crease Lines

P&G RESTRICTED

FINAL ART P&G

PDR/POA No: P-163436-019
POA Description: 019~ CREST~*~WHITESTRIPS~*~*~*~1~ EACH~ GBU-DC-US~ INSERT~ CREST~ 3D WHITE~ INSERT~ ADV SEAL INSERT~ VIVID, GLAM WHITE, 1 HOUR EXPRESS, GENTLE ROUTINE, MONTHLY TOUCH-UP, SHIMMER WHITE
Date: 09-Mar-2016
Other:
Final Art: Schawk
Supplier: Schawk
SCHAWK!
Supplier Reference: 552630-A02

EQUITY COLORS:
REPRESENTATION: Colors represented with a diagonal line have been modified to aid PDF approval.

PG 1723	OFS

