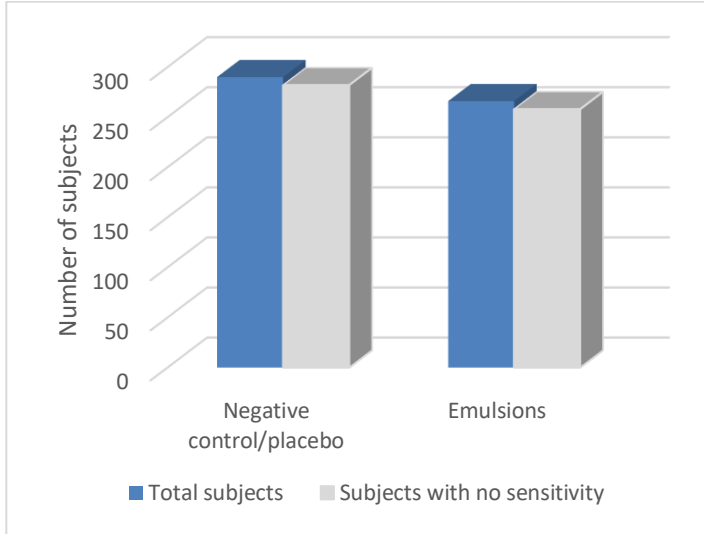


## Key Clinical Findings Demonstrating Whitening Efficacy and Safety of Crest Whitening Emulsions

A series of investigations supports the whitening efficacy and excellent safety profile of Crest Whitening Emulsions micro-droplet technology, an innovative leave-on treatment with hydrogen peroxide.

Virtually no sensitivity

**A meta-analysis of 21 clinical trials confirms tooth sensitivity occurrence is not significantly different for Crest Whitening Emulsions versus Negative Control/Placebo. Both groups showed virtually no sensitivity.**



### Methods

- 9 clinical trials evaluating Crest Whitening Emulsions
- 12 clinical trials testing placebo or negative control.
- Study duration ranged from 1 to 40 days of product use.
- Subject-reported tooth sensitivity events were captured in each study via an Oral Status Interview and were included in the analysis.

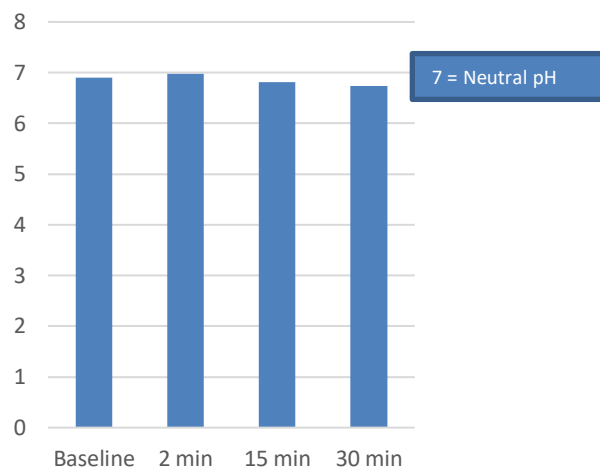
Safe on Hard and Soft Tissues

**A peroxide kinetics study, which indicates the release of peroxide in saliva over time from the emulsion, confirms the safety of Crest Whitening Emulsions.** Salivary peroxide concentration and shift in pH were negligible following up to 30 minutes of use.

Percent peroxide concentration in saliva

Time	Median	Maximum
Baseline	0.0000	0.0001
2 min	0.0129	0.0351
15 min	0.0000	0.0068
30 min	0.0000	0.0003

pH Level at each time point



N=20. Saliva collections were performed prior to each application and after 2, 15 or 30 minutes.

### Clinical Comment:

Crest Whitening Emulsions with 3% hydrogen peroxide is a breakthrough whitening technology featuring peroxide droplets in a water-resistant hydrating base designed to protect teeth from whitening-related sensitivity. The Emulsion chemistry provides contact time and concentration without a physical device to wear. The product delivers 5x more active hydrogen peroxide compared to other whitening gels and pens. This unique formula is enamel-safe for daily use and stays on teeth long after application with no need to rinse, brush or remove.