

NEW **Crest** GUM & SENSITIVITY

WRAP YOUR TEETH IN SENSITIVITY PROTECTION

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Crest Healthy, beautiful smiles for life.

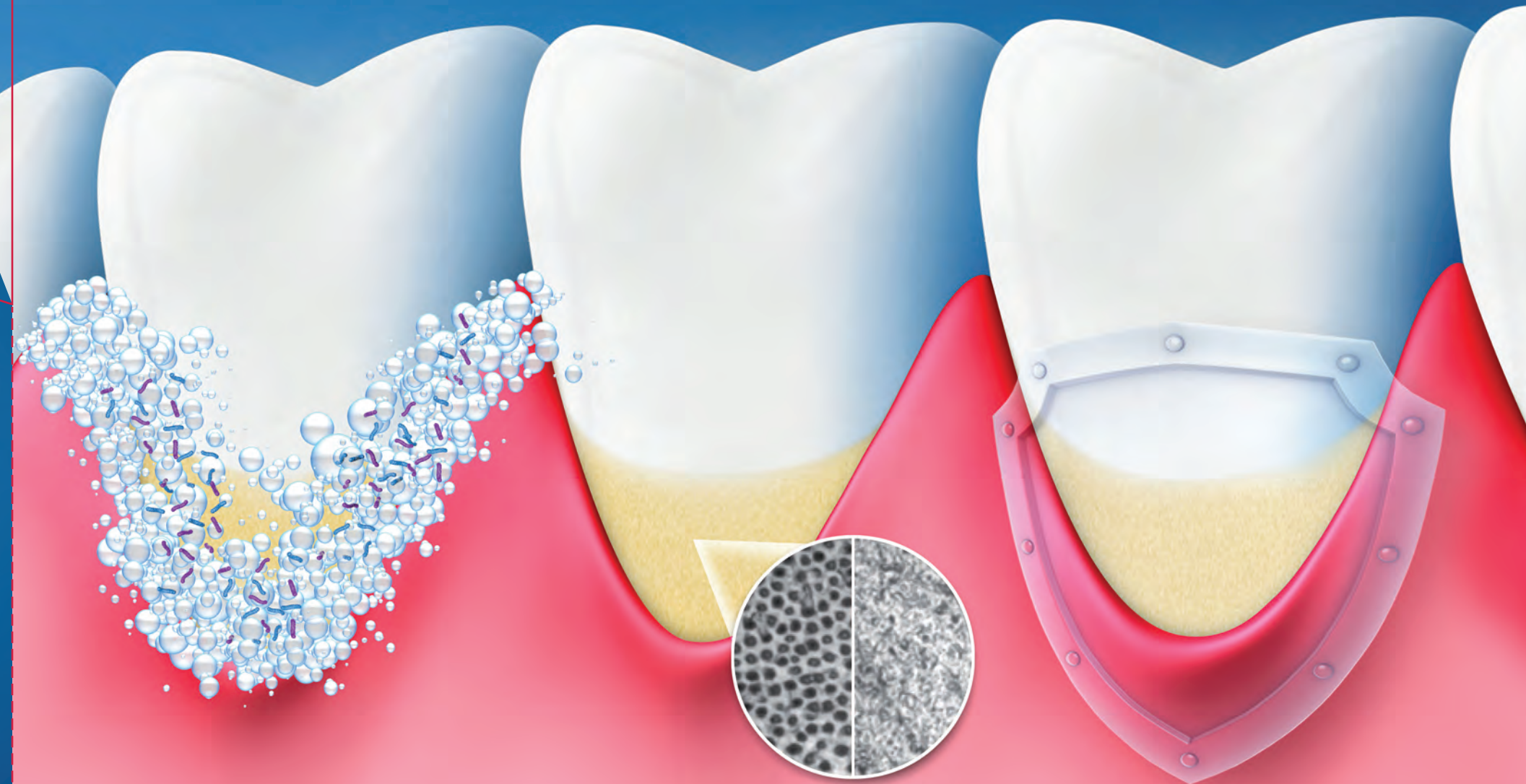
INTRODUCING **Crest** GUM & SENSITIVITY

CLINICALLY PROVEN HEALTHIER GUMS AND SENSITIVITY RELIEF



**80% OF SENSITIVITY
BEGINS AT THE GUMLINE**

Crest
TREAT SENSITIVITY AT THE ROOT OF THE PROBLEM



NEUTRALIZES PLAQUE BACTERIA
4 millimeters below the gumline for clinically proven healthier gums and sensitivity relief.

COVERS MICROSCOPIC HOLES*
in tooth, blocking stimuli from triggering pain in the tooth's nerves.

CREATES A SHIELD OF PROTECTION
that is food and drink resistant to shield against sensitivity pain.†



TRY NEW Crest GUM & SENSITIVITY
STARTS WORKING IMMEDIATELY*
TO RELIEVE SENSITIVITY PAIN†

*By blocking tubules.
†Relieves sensitivity pain within days.