



**Crest 3D White** is a transformative solution for teeth that are not just white, they're 3D White. This collection of revolutionary tooth whitening products provides dramatic, noticeable whitening results for a smile that makes heads turn. The lineup includes Whitestrips, toothpastes, toothbrushes and rinse that work in combination to clean, whiten and protect, plus provide the health benefits expected from Crest and Oral-B. If the Crest 3D White Professional Effects Whitestrips are used with the rest of the 3D White collection, start seeing results after just one day.

**Crest 3D White is a collection of products that work together to provide a brighter smile by working in 3 ways:**

- Whiten:** The five different Crest 3D White Whitestrips teeth whitening systems such as Crest 3D White Whitestrips Professional Effects use the same enamel-safe ingredient dentists use to give whiter teeth by getting at the stain build-up below the tooth's surface. The level of this type of whitening varies per product, so the user can decide which is best for their 3D White smile.
- Clean:** The Crest 3D White line of toothpastes such as 3D White Vivid Toothpaste provide whiter teeth by removing surface stains, while the Oral-B 3D White Advanced Vivid Toothbrush removes plaque buildup on a daily basis, helping to maintain the beautiful smile that 3D White Whitestrips can give.
- Protect:** A 3D White smile doesn't end with brushing alone. By adding Crest 3D White Multi-Care Whitening Rinse to the brushing routine, the user is actually protecting teeth against future stains, helping to ensure their 3D White smile stays that way.



**Crest**

## About Crest 3D White Technology:

- Crest 3D White Whitestrips Professional Effects provide professional-level results without the cost of in-office whitening treatments. Our best teeth whitening system with no-slip Advanced Seal technology delivers lasting results and is formulated with the same enamel-safe ingredient dentists use. Apply once a day for 30 minutes to start seeing a whiter smile after 3 days, with full results in 20.
- Crest 3D White Vivid Toothpaste uses a patented dual-action silica system that polishes away surface stains to gently whiten teeth and remove up to 80% of surface stains in just 14 days. This paste-gel hybrid formulation gives the cleaning of a paste and the freshness of a gel, getting teeth smooth and clean.
- Crest 3D White Multi-Care Whitening Rinse uses the same whitening ingredient as Crest 3D White Whitestrips. Its triple-action formula removes surface stains, kills bad breath germs, and actually protects against future stains.
- Oral-B 3D White Advanced Vivid toothbrush vibrates and polishes away surface stains on and between teeth with MicroPulse™ bristles that pivot and pulse for a clean that can be felt.

## Availability:

### Additional Information:

Crest 3D White will be available at many major retail and eRetail stores in North America where Crest products are sold beginning March 2010.

For more information, visit:

[www.crest3dwhite.com](http://www.crest3dwhite.com)



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