1. IDENTIFICATION

Product Name: Crest 3D White Brilliance- Mesmerizing Mint

Product ID: 99829962_RET_NG

Product Type: Finished Product - Consumer (Retail) Use Only

Manufacturer: The Procter & Gamble Company
Mason Business Center
8700 Mason-Montgomery Road
Mason, OH 45040-9462
+1 513 622-1000

Procter & Gamble Inc.
P.O. Box 355, Station A
Toronto, ON M5W 1C5
1-800-465-2945

E-mail Address: pgsds.im@pg.com

Emergency Telephone: Transportation (24 HR)
CHEMTREC - 1-800-424-9300
(U.S./Canada) or 1-703-527-3887
Mexico toll free in country: 800-681-9531

2. HAZARD IDENTIFICATION

This is a personal care product that is safe for consumers and other users under normal and reasonably foreseeable use. This safety data sheet was developed based on regulations applicable to bulk substances in an industrial/occupational setting.

For Consumer - Ingredients in this product are not deemed to be hazardous when the product is used as intended.

For Manufacturing site personnel as follows:

This product is classified under 29CFR 1910.1200(d) and the Canadian Hazardous Products Regulation as follows:

Eye Damage / Irritation: Category 2B

Signal Word: WARNING

Hazard Statements: Causes eye irritation

Hazard pictograms: None

Precautionary Statements - Prevention: Wash hands thoroughly after handling
3. COMPOSITION/INFORMATION ON INGREDIENTS

Ingredients are listed according to 29CFR 1910.1200 Appendix D and the Canadian Hazardous Products Regulation

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>Synonyms</th>
<th>Trade Secret</th>
<th>CAS-No</th>
<th>Weight %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silica gel, pptd., cryst.-free</td>
<td>-</td>
<td>No</td>
<td>112926-00-8</td>
<td>20 - 25</td>
</tr>
<tr>
<td>Sodium hydroxide</td>
<td>-</td>
<td>No</td>
<td>1310-73-2</td>
<td>1 - 5</td>
</tr>
</tbody>
</table>

4. FIRST AID MEASURES

First aid measures for different exposure routes

**Eye contact**
IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. If eye irritation persists: Get medical advice/attention.

**Skin contact**
None under normal use.

**Ingestion**
Call a physician or poison control center immediately if overdosed.

**Inhalation**
None under normal use.

**Most important symptoms/effects, acute and delayed**
May cause eye irritation.

**Indication of immediate medical attention and special treatment needed, if necessary**

**Notes to Physician**
Treat symptomatically.

5. FIRE-FIGHTING MEASURES

**Suitable extinguishing media**
Use extinguishing measures that are appropriate to local circumstances and the surrounding environment.

**Unsuitable Extinguishing Media**
None.

**Special hazard**
None known.

**Special protective equipment for fire-fighters**
As in any fire, wear self-contained breathing apparatus pressure-demand, MSHA/NIOSH (approved or equivalent) and full protective gear.

**Specific hazards arising from the chemical**
None.
6. ACCIDENTAL RELEASE MEASURES

Personal precautions, protective equipment and emergency procedures

Personal precautions
None under normal use conditions.

Advice for emergency responders
Use personal protective equipment as required.

Environmental precautions

Household:
Product is safe to dispose of in household garbage or down the drain.

Non-household:
Do not discharge product into natural waters without pre-treatment or adequate dilution.

Methods and materials for containment and cleaning up

Methods for containment
No information available.

Methods for cleaning up
No information available.

7. HANDLING AND STORAGE

Precautions for safe handling

Advice on safe handling
Handle in accordance with good industrial hygiene and safety practice.

Conditions for safe storage, including any incompatibilities

Storage Conditions
Keep containers tightly closed in a dry, cool and well-ventilated place.

Incompatible products
None known.

8. EXPOSURE CONTROLS/PERSONAL PROTECTION

Control parameters

Exposure Guidelines

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>CAS-No</th>
<th>ACGIH TLV</th>
<th>OSHA PEL</th>
<th>Mexico PEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silica gel, pptd., cryst.-free</td>
<td>112926-00-8</td>
<td>(vacated) TWA: 6 mg/m³</td>
<td>OSHA: 3 mg/m³</td>
<td>Mexico: TWA 10 mg/m³</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;1% Crystalline silica</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TWA: 20 mppcf</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>: (80)/(%) SiO2 mg/m³</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TWA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ceiling: 2 mg/m³</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium hydroxide</td>
<td>1310-73-2</td>
<td>Ceiling: 2 mg/m³</td>
<td>OSHA: 2 mg/m³</td>
<td>Mexico: Ceiling 2 mg/m³</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(vacated) Ceiling: 2 mg/m³</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No relevant exposure guidelines for other ingredients

Exposure controls

This safety data sheet was developed based on regulations applicable to bulk substances in an industrial/occupational setting.
For Consumers and Retail personnel - follow product label directions and warnings when using and/or handling this product.
For Distribution and Manufacturing sites - follow the procedure as listed according to your Workplace Safety protocols.

Engineering Measures
No information available
Personal Protective Equipment

Eye Protection
Manufacturing Sites:
Safety glasses with side-shields
Distribution, Workplace and Household Settings:
No special protective equipment required

Hand Protection
No special protective equipment required

Skin and Body Protection
No special protective equipment required

Respiratory Protection
No special protective equipment required

9. PHYSICAL AND CHEMICAL PROPERTIES

<table>
<thead>
<tr>
<th>Property</th>
<th>Values</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical State @20°C</td>
<td>solid</td>
<td></td>
</tr>
<tr>
<td>Appearance</td>
<td>blue white green red</td>
<td></td>
</tr>
<tr>
<td>Odor</td>
<td>Mint-like, Spicy, fruity</td>
<td></td>
</tr>
<tr>
<td>Odor threshold</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>pH value</td>
<td>6 - 9</td>
<td></td>
</tr>
<tr>
<td>Melting/freezing point</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Boiling point/boiling range</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Flash point</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Evaporation rate</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Flammability (solid, gas)</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Flammability Limits in Air</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Upper flammability limit</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Lower Flammability Limit</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Vapor pressure</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Vapor density</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Relative density</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Water solubility</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Solubility in other solvents</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Partition coefficient: n-octanol/water</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Autoignition temperature</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Decomposition temperature</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>Viscosity of Product</td>
<td>No information available</td>
<td></td>
</tr>
<tr>
<td>VOC Content (%)</td>
<td>Products comply with US state and federal regulations for VOC content in consumer products.</td>
<td></td>
</tr>
</tbody>
</table>

10. STABILITY AND REACTIVITY

Reactivity
None under normal use conditions.

Stability
Stable under normal conditions.

Hazardous polymerization
Hazardous polymerization does not occur.

Hazardous Reactions
None under normal processing.

Conditions to Avoid
None under normal processing.

Materials to avoid
None in particular.

Hazardous Decomposition Products
None under normal use.

11. TOXICOLOGICAL INFORMATION

Product Information
Information on likely routes of exposure
Inhalation
No known effect.

Skin contact
No known effect.

Ingestion
No known effect.

Eye contact
Avoid contact with eyes. Irritating to eyes.

Delayed and immediate effects as well as chronic effects from short and long-term exposure

Acute toxicity
No known effect.

Skin corrosion/irritation
Irritating to skin.

Serious eye damage/eye irritation
Irritating to eyes.

Skin sensitization
No known effect.

Respiratory sensitization
No known effect.

Germ cell mutagenicity
No known effect.

Neurological Effects
No known effect.

Reproductive toxicity
No known effect.

Developmental toxicity
No known effect.

Teratogenicity
No known effect.

STOT - single exposure
No known effect.

STOT - repeated exposure
No known effect.

Target Organ Effects
No known effect.

Aspiration hazard
No known effect.

Carcinogenicity
No known effect.

12. ECOLOGICAL INFORMATION

Ecotoxicity
The product is not expected to be hazardous to the environment. The product is not expected to be hazardous to waste water treatment processes.

Persistence and degradability
Product is biodegradable.

Bioaccumulative potential
Bioaccumulation is unlikely.

Mobility
Is not likely mobile in the environment.

Other adverse effects
No information available.

13. DISPOSAL CONSIDERATIONS

Waste treatment

Waste from Residues / Unused Products
Non-household: Product is safe to dispose of in household garbage or down the drain. The product is not expected to be hazardous to waste water treatment processes.

Contaminated packaging
Disposal should be in accordance with applicable regional, national and local laws and regulations.

California Hazardous Waste Codes (non-household setting) 331

14. TRANSPORT INFORMATION

DOT
Not regulated

IMDG
Not regulated

IATA
Not regulated
15. REGULATORY INFORMATION

U.S. Federal Regulations

SARA 313
Section 313 of Title III of the Superfund Amendments and Reauthorization Act of 1986 (SARA). This product does not contain any chemicals which are subject to the reporting requirements of the Act and Title 40 of the Code of Federal Regulations, Part 372

CERCLA
This material, as supplied, contains one or more substances regulated as a hazardous substance under the Comprehensive Environmental Response Compensation and Liability Act (CERCLA) (40 CFR 302):

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>CAS-No</th>
<th>Hazardous Substances RQs</th>
<th>Extremely Hazardous Substances RQs</th>
<th>CERCLA/SARA 302 TPQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium hydroxide</td>
<td>1310-73-2</td>
<td>1000 lb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium fluoride</td>
<td>7681-49-4</td>
<td>1000 lb</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Food and Drug Administration (FDA)
The product described in this Safety Data Sheet is regulated under the Federal Food, Drug, and Cosmetics Act and is safe to use as per directions on container, box or accompanying literature (where applicable)

Clean Air Act, Section 112 Hazardous Air Pollutants (HAPs) (see 40 CFR 61)
This product does not contain any substances regulated as hazardous air pollutants (HAPS) under Section 112 of the Clean Air Act Amendments of 1990.

Clean Water Act
This product contains the following substances which are regulated pollutants pursuant to the Clean Water Act (40 CFR 122.21 and 40 CFR 122.42):

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>CAS-No</th>
<th>CWA - Reportable Quantities</th>
<th>CWA - Toxic Pollutants</th>
<th>CWA - Priority Pollutants</th>
<th>CWA - Hazardous Substances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium hydroxide</td>
<td>1310-73-2</td>
<td>1000 lb</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Sodium fluoride</td>
<td>7681-49-4</td>
<td>1000 lb</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

California Proposition 65
This product is not subject to warning labeling under California Proposition 65.

U.S. State Regulations (RTK)

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>CAS-No</th>
<th>New Jersey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silica gel, pptd., cryst.-free</td>
<td>112926-00-8</td>
<td>X</td>
</tr>
<tr>
<td>Sodium hydroxide</td>
<td>1310-73-2</td>
<td>X</td>
</tr>
<tr>
<td>Sodium fluoride</td>
<td>7681-49-4</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>CAS-No</th>
<th>Pennsylvania</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silica gel, pptd., cryst.-free</td>
<td>112926-00-8</td>
<td>X</td>
</tr>
<tr>
<td>Sodium hydroxide</td>
<td>1310-73-2</td>
<td>X</td>
</tr>
<tr>
<td>1,2-Benzisothiazol-3(2H)-one, 1,1-dioxide, sodium salt (1:1)</td>
<td>128-44-9</td>
<td>X</td>
</tr>
<tr>
<td>Sodium fluoride</td>
<td>7681-49-4</td>
<td>X</td>
</tr>
<tr>
<td>Mica-group minerals</td>
<td>12001-26-2</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chemical Name</th>
<th>CAS-No</th>
<th>Rhode Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sodium hydroxide</td>
<td>1310-73-2</td>
<td>X</td>
</tr>
</tbody>
</table>

International Inventories

United States
Product is a personal care product and regulated under FDA.
Canada
This product is in compliance with CEPA for import by P&G.

Legend
TSCA - United States Toxic Substances Control Act Section 8(b) Inventory
CEPA - Canadian Environmental Protection Act

16. OTHER INFORMATION

Issuing Date: 26-May-2015
Revision Date: 13-Aug-2015

Disclaimer
The information provided in this Safety Data Sheet is correct to the best of our knowledge, information and belief at the date of its publication. The information given is designed only as a guidance for safe handling, use, processing, storage, transportation, disposal and release and is not to be considered a warranty or quality specification. The information relates only to the specific material designated and may not be valid for such material used in combination with any other materials or in any process, unless specified in the text.

End of SDS