MATERIAL SAFETY DATA SHEET

1. CHEMICAL PRODUCT AND COMPANY IDENTIFICATION
   • Material Name: Crest MultiCare Whitening Toothpaste  P&G Consumer Product: Yes X
   Item Number: NA  No ___
   • Synonyms/Trade Names: None
   • Hazard Rating:
     Health: 1  4=EXTREME
     Flammability: 0  3=HIGH
     Reactivity: 0  2=Moderate
     1=SLIGHT
   • Company Identification: The Procter & Gamble Company
     Health Care Research Center
     8700 Mason-Montgomery Road
     Mason, OH 45040-9462
   • Emergency Phone Number: 1-800-669-3974
   • Date: 1/4/00

2. COMPOSITION & INGREDIENTS

<table>
<thead>
<tr>
<th>Components</th>
<th>CAS#</th>
<th>Exposure Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium fluoride</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tetrasodium pyrophosphate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium bicarbonate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hydrated silica</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sorbitol</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glycerin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEG-6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poloxamer 407</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium lauryl sulfate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium Carboxymethylcellulose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flavor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium carbonate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Titanium dioxide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carnauba Wax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium saccharin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FD&amp;C Blue No. 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. HAZARDS IDENTIFICATION

- **Emergency Overview:** This toothpaste may produce transient eye irritation. Ingestion of small amounts may cause nausea, vomiting, and mild GI irritation; ingestion of larger amounts may cause symptoms of fluoride toxicity which should be evaluated by a medical professional.

- **Potential Health Effects:**
  - **Eye:** May produce transient superficial eye irritation.
  - **Skin:** Prolonged exposure may produce transient irritation.
  - **Inhalation:** NA
  - **Ingestion:** Nausea and vomiting may occur within minutes, and diarrhea and mild GI irritation may occur up to 24 hours after ingestion of small amounts (1 oz or more). Ingestion of larger amounts (> 3 oz in children; > 8 oz in adults) may cause symptoms of fluoride toxicity.

4. FIRST AID MEASURES

- **Eye:** Rinse thoroughly with water.
- **Oral irritation:** Discontinue use, see MD or DDS if symptoms persist
- **Skin:** Rinse with water.
- **Ingestion:** If a small amount (1 to 3 oz in children; 2-8 oz in adults) has been ingested, administer milk (water or other liquid if milk is not available) to dilute stomach contents. If a large amount (> 3 oz in children; > 8 oz in adults) has been ingested, administer milk (water or other liquid if milk is not available) to dilute stomach contents and contact a medical professional for further advice.
- **Inhalation:** NA

5. FIRE FIGHTING MEASURES

- **Flash Point & Method:** >200°F (closed cup)
- **Explosive Limits:** NA
- **Autoignition Temperature:** NK
- **Flammability Classification:** Non-flammable
- **Hazardous Products of Combustion:** None known
- **Extinguishing Media:** Use water spray, dry chemical, alcohol foam or CO₂
- **Fire Fighting Instructions:** No special instructions
- **Other Fire Fighting Considerations:** None Known

6. ACCIDENTAL RELEASE MEASURES

- **Personal Precautions:** Avoid eye contact and/or prolonged skin contact
- **Environmental Precautions:** None known
- **Procedures for Spill/Leak Clean-up:** Wipe up with absorbent material. Collect and place in a suitable disposal container. Prevent from reaching waterways. Landfill for small quantities.

7. HANDLING AND STORAGE

- **Precautions for Safe Handling:** Avoid eye contact and/or prolonged skin contact
- **Conditions for Safe Storage:** None
- **Other Recommendations:** None

8. EXPOSURE CONTROLS, PERSONAL PROTECTION

- **Engineering Controls:** None required
- **Personal Protective Equipment**
  - **Eye:** None required
  - **Skin:** None required
  - **Inhalation:** None required
- **Other Controls:** None
9. PHYSICAL AND CHEMICAL PROPERTIES

- **Appearance**: Medium blue gel-like paste with white speckles
- **Color**: Blue
- **Odor**: Minty
- **Odor Threshold**: NK
- **Physical State**: Paste
- **Vapor Density**: NK

- **Melting Point**: NA
- **Boiling Point**: NA
- **Solubility in Water**: Moderately soluble
- **Other Data**: None
- **Vapor Pressure**: NA
- **Specific Gravity** \((\text{H}_2\text{O}=1)\): ~1.40

10. STABILITY AND REACTIVITY

- **Possible Hazardous Reactions/Conditions**: None known
- **Conditions to Avoid**: None known
- **Materials to Avoid**: None known
- **Hazardous Decomposition Products**: None known
- **Other Recommendations**: None

11. TOXICOLOGICAL INFORMATION

Not applicable under normal conditions of use.

12. ECOLOGICAL INFORMATION

Not applicable under normal conditions of use.

13. DISPOSAL CONSIDERATIONS

Perform waste disposal in compliance with all applicable regulations. Keep from reaching waterways.

14. TRANSPORT INFORMATION

DOT classification: Non-hazardous

15. ADDITIONAL REGULATORY INFORMATION

Crest MultiCare Whitening Toothpaste is an OTC drug regulated by the Food and Drug Administration.

16. OTHER INFORMATION

**DISCLAIMER**: This MSDS is intended to provide a brief summary of our knowledge and guidance regarding the use of this material. It is not meant to be an all-inclusive document on worldwide hazard communication regulations.

This information is offered in good faith. Each user of this material needs to evaluate the conditions of use and design the appropriate protective mechanisms to prevent employee exposures, property damage or release to the environment.