MATERIAL SAFETY DATA SHEET

1. CHEMICAL PRODUCT AND COMPANY IDENTIFICATION
   • Material Name: Crest Baking Soda & Peroxide Whitening with Tartar Protection (BSPWTP)
   • Item Number: NA
   • P&G Consumer Product: Yes X
   • No ___
   • Synonyms/Trade Names: Crest Baking Soda & Peroxide
   • Hazard Rating:
     Health: 1 3=HIGH
     Flammability: 0 2=MODERATE
     Reactivity: 0 1=SLIGHT
   • Company Identification: The Procter & Gamble Company
     Health Care Research Center
     8700 Mason-Montgomery Rd.
     Mason, OH 45040
   • Emergency Phone Number: 1-800-808-9372
   • Rev Date: 7/13/04

2. COMPOSITION & INGREDIENTS
   Components | CAS # | Exposure Limits
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   Sodium Fluoride
   Glycerin
   Hydrated Silica
   Water
   Propylene Glycol
   Sodium Bicarbonate
   Tetrasodium Pyrophosphate
   Sorbitol
   PEG-12
   Flavor
   Sodium Hydroxide
   Sodium Lauryl Sulfate
   Sodium Saccharin
   Poloxamer 407
   Xanthan Gum
   Cellulose Gum
   Calcium Peroxide [Crest BS,Peroxide, Whitening w/ Tartar Protection, only]
   Titanium Dioxide [Crest BS,Peroxide, Whitening w/ Tartar Protection, only]
   Blue 1
3. HAZARDS IDENTIFICATION
   • Emergency Overview: This white paste or blue gel 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 contact 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 amounts of 1 oz or more. Ingestion of larger amounts (≥ 3oz 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 physician or dentist 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 sorbent 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: BSWTP blue gel
     BSPWTP striped blue gel / white
   Paste
• Color: White (paste), Blue (gel)  Boiling Point: NA
• Odor: Minty Solubility in Water: Moderately soluble
• Odor Threshold: NK  Other Data: None
• Physical State: Paste  Vapor Pressure: NA
• Vapor Density: NK

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
    This product 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.