1. CHEMICAL PRODUCT AND COMPANY IDENTIFICATION

- Material Name: Crest Sensitivity Maximum Strength Toothpaste
  - Original Formula Soothing Whitening Mint (SP)
  - Extra Whitening Clean Mint (SPX)
  - Whitening Plus Scope Minty Fresh Paste (SPW)

- Item Number: NA

- Synonyms/Trade Names: Crest Sensitivity Protection

- Hazard Rating:
  - Health: 1 = SLIGHT
  - Flammability: 0 = MODERATE
  - Reactivity: 0 = SLIGHT

- Company Identification: The Procter & Gamble Company
  Health Care Research Center
  8700 Mason-Montgomery Rd.
  Mason, OH 45040

- Emergency Phone Number: 1-800-492-7378

- Rev. Date: 1/18/05

2. COMPOSITION & INGREDIENTS

<table>
<thead>
<tr>
<th>Crest Sensitivity Maximum Strength Toothpaste Components</th>
<th>CAS #</th>
<th>Exposure Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Formula Soothing Whitening Mint (SP)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sodium fluoride</td>
<td>7681-49-4</td>
<td></td>
</tr>
<tr>
<td>Potassium nitrate</td>
<td>07757-79-1</td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>7732-18-5</td>
<td></td>
</tr>
<tr>
<td>Hydrated silica</td>
<td>112926-00-8</td>
<td></td>
</tr>
<tr>
<td>Glycerin</td>
<td>56-81-5</td>
<td></td>
</tr>
<tr>
<td>Sorbitol</td>
<td>50-70-4</td>
<td></td>
</tr>
<tr>
<td>Trisodium phosphate</td>
<td>7601-54-9</td>
<td></td>
</tr>
<tr>
<td>Sodium lauryl sulfate</td>
<td>151-21-3</td>
<td></td>
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<tr>
<td>Flavor</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Cellulose gum</td>
<td>9004-32-4</td>
<td></td>
</tr>
<tr>
<td>Alcohol</td>
<td>64-17-5</td>
<td></td>
</tr>
<tr>
<td>Xanthan gum</td>
<td>11138-66-2</td>
<td></td>
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<tr>
<td>Sodium saccharin</td>
<td>128-44-9</td>
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<tr>
<td>Sucralose</td>
<td>56038-13-2</td>
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</tbody>
</table>
### 3. HAZARDS IDENTIFICATION

- **Emergency Overview:** This white paste 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 nitrate and/or 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 (> 2 oz in children; > 8 oz in adults) may cause symptoms of fluoride and/or nitrate 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 2 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 (> 2 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:** >200ºF (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

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<table>
<thead>
<tr>
<th>Polysorbate 80</th>
<th>Polysorbate 80</th>
<th>9005-65-6</th>
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<tbody>
<tr>
<td>Sodium benzoate</td>
<td>Sodium benzoate</td>
<td>532-32-1</td>
</tr>
<tr>
<td>Cetylpyridinium chloride</td>
<td>Cetylpyridinium chloride</td>
<td>123-03-5</td>
</tr>
<tr>
<td>Benzoic acid</td>
<td>Benzoic acid</td>
<td>65-85-0</td>
</tr>
<tr>
<td>Polyethylene</td>
<td>Polyethylene</td>
<td>9002-88-4</td>
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<tr>
<td>Titanium dioxide</td>
<td>Titanium dioxide</td>
<td>913463-67-7</td>
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<tr>
<td>Blue 1</td>
<td>Blue 1</td>
<td>3844-45-9</td>
</tr>
<tr>
<td>Yellow 5</td>
<td>Yellow 5</td>
<td>1934-21-0</td>
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<tr>
<td>Blue 1 aluminum lake</td>
<td>Blue 1 aluminum lake</td>
<td>68921-42-6</td>
</tr>
<tr>
<td>Yellow 10 aluminum lake</td>
<td>Yellow 10 aluminum lake</td>
<td>8004-92-0</td>
</tr>
</tbody>
</table>
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:**
     - Original Formula Soothing Whitening Mint (SP) = a white paste
     - Extra Whitening Clean Mint (SPX) = a light blue gel with white specks
     - Whitening Plus Scope Minty Fresh Paste (SPW) = a light green paste with green specks
   - **Color:** See Appearance above
   - **Odor:** Minty
   - **Odor Threshold:** NK
   - **Physical State:** Paste or gel as above
   - **Vapor Density:** NK
   - **Melting Point:** NA
   - **Boiling Point:** NA
   - **Solubility in Water:** Moderately soluble
   - **pH:** 8.30 – 9.10
   - **Vapor Pressure:** NA
   - **Specific Gravity:** 1.28 – 1.36

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 Sensitivity Protections are OTC drugs 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.