



## Transforming At-Home Tooth Whitening The Crest Whitestrips® Legacy

The introduction of Crest Whitestrips revolutionized tooth whitening by allowing consumers to whiten their teeth in the privacy of their own homes, on their own time and for a fraction of the cost. What was once a luxury service only available through dental care professionals via expensive lasers and cumbersome tray technologies became a convenient and accessible option for the public. Today, Crest Whitestrips is the #1 dentist-recommended tooth whitening brand in the U.S. Whitestrips inventor and P&G Research Fellow, Paul A. Sagel, was honored with the Society of Chemical Industry Gordon E. Moore Medal in 2007 for his efforts to “produce one of the biggest innovations in home oral care in decades.”<sup>1</sup> With the success of Crest Whitestrips® Classic™, Paul and his team of researchers at P&G Oral Care have continued to build on the brand’s trusted formula to deliver the next generation of superior Whitestrips.



### 2001

#### Crest Whitestrips Revolutionized Tooth Whitening Forever

- Whitening through at-home strip technology provided an alternative to costly, inconvenient methods of the past.
- Whitestrips proved to be convenient, effective and easy to use.
- Users enjoyed having only limited interruptions to their routine—just 30 minutes twice a day for a whiter smile.

### 2004-2007

#### Building on a Trusted Brand

- P&G Oral Care continued to advance the whitening process by applying superior technologies to the original strips.
- Crest Whitestrips® Premium™ and Crest Whitestrips® Pro Effects™ are designed to whiten even faster and more effectively. Crest Whitestrips® Daily Whitening Multicare™ and Crest Whitestrips® Daily Whitening + Tartar Protection™ are designed to effectively whiten and maintain whiter smiles.

### 2009

#### Crest Whitestrips® Advanced Seal™: Form Fit. No Slip. Clean Removal.

- New Crest Whitestrips Advanced Seal delivers an enhanced tooth whitening experience with no slip and no mess.
- Advanced Seal technology uses the naturally occurring moisture in the mouth to provide Crest’s best adhesion and to mold to teeth instantly.
- Users whiten teeth and enjoy the comfort of Advanced Seal technology while they go about their daily lives without interruptions.

For more information on Crest Whitestrips, visit [www.whitestrips.com](http://www.whitestrips.com).

<sup>1</sup> Society of Chemical Industry “2007 SCI Gordon E. Moore Medalist”