

Crest

THE MARKET

The U.S. dentifrice market is highly competitive, fueled by improved benefits and new product introductions. According to the latest available statistics, the paste category accounted for \$2.7 billion in annual sales and is growing at 1 to 2 percent per year. The market is segmented into base and premium, with base products offering cavity and tartar protection and premium products offering multiple benefits and whitening. The premium segment is driving category growth as consumers seek new and improved products.

ACHIEVEMENTS

Crest has been a leader in oral-care innovations since its introduction in 1955 and has been the leading toothpaste brand in the United States over the past 50 years. In 1976 the American Chemical Society recognized Crest with fluoride as one of the 100 greatest discoveries of the previous 100 years. In 1999 Crest was the first whitening toothpaste to receive the ADA Seal of Acceptance. In 2006 Crest received another ADA seal of acceptance for its Pro-Health toothpaste.

HISTORY

The development of fluoride toothpaste began in the early 1940s when Procter & Gamble started a research program to find ingredients that would reduce tooth decay when added to a



dentifrice. At that time, Americans developed an estimated 700 million cavities a year, making dental disease one of the most prevalent U.S. health problems. In 1950 Procter & Gamble developed a joint research project team led by Dr. Joseph Muhler at Indiana University to study a new toothpaste with fluoride. The study's startling results indicated that children ages six to 16 showed an average 49 percent reduction in cavities, and adults showed tooth decay reduction to almost the same degree. In 1954 Procter & Gamble submitted the results of its extensive

testing to the American Dental Association. Test marketing of Crest with Fluoristan began in 1955. While initial sales were disappointing, Crest moved forward with the national launch in January 1956. On August 1, 1960, the ADA reported, "Crest has been shown to be an effective anticaries (decay preventative) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." The response was electric. Within a year, Crest's sales nearly doubled. By 1962 they had nearly tripled, pushing Crest well ahead as the best-selling toothpaste in the United States.

In 2001 Crest revolutionized at-home whitening with the launch of Crest Whitestrips®, the first-ever patented strip technology designed to whiten teeth in 14 days. The unique strip format conforms to the shape of teeth, utilizing the same enamel-safe ingredient that dentists use.

In April 2005 Crest introduced its first mouthwash, Crest Pro-Health Oral Rinse. The formulation is alcohol-free and has been shown in laboratory tests to kill 99 percent of common germs that can cause plaque, gingivitis, and bad breath — all without the burn of alcohol.

Crest provides oral health resources and education through product donation to dental clinics, as well as first-grade and pediatrician education, and works with nonprofits like Operation Smile.

THE PRODUCT

Crest's heritage is grounded in the dentifrice market, but the company has expanded into many other oral-care product lines. It now offers a broad range of products for dental needs and conducts the nation's best-known activities on behalf of good dental practices among children.

RECENT DEVELOPMENTS

In fall 2010 Crest Pro-Health introduced Crest Pro-Health Clinical Gum Protection. The paste features an advanced formula that provides Crest's highest level of protection against the plaque bacteria that can cause gingivitis, and with regular use is clinically proven to help reverse gingivitis in just four weeks.

In March 2012 Crest Pro-Health launched Crest Pro-Health Clinical Plaque Control. The Clinical Plaque Control line includes Crest Pro-Health Clinical Plaque Control Toothpaste and Crest Pro-Health Clinical Rinse. The toothpaste is clinically proven to help keep plaque from coming back and works by killing plaque germs and slowing down their ability to generate new plaque. Additionally, the Clinical Rinse is Crest's most advanced formula ever, a clinical breakthrough that helps keep teeth 91 percent clean of plaque for up to two months after a dental visit. When used together, these products significantly reduce plaque and help prevent it from coming back.

In August 2011 the Crest and Oral-B Complete product portfolio expanded with the introduction of the Crest Complete Multi-Benefit Deep Clean and Crest Complete Multi-Benefit Extra White + Scope Dual-Blast toothpastes, as well as Scope Dual-Blast mouthwash. The Complete collection also included many products that consumers are already familiar with, like Crest Whitening Expressions, Scope Outlast mouthwash, Crest Extra Whitening toothpaste, and Crest Plus Scope toothpastes.

Crest Whitestrips revolutionized the teeth-whitening industry in March 2001 with the launch of the first-ever Crest Whitestrips Classic,



an at-home teeth-whitening regimen that allowed Americans to obtain a smile up to three shades lighter in a far more cost-effective manner than in-office treatments.

In April 2010 Crest again revolutionized the category by launching the Crest and Oral-B 3D White collection, which includes Crest 3D White Professional Effects Whitestrips, Vivid Toothpaste, Multicare Rinse, and Oral-B 3D White Toothbrushes. Then in 2011 Crest broke ground once again, offering the first Whitestrip that provides instant at-home whitening results with Crest 3D White 2 Hour Express Whitestrips; seeing the need for a paste that whitened and strengthened tooth enamel, Crest launched Advanced Vivid Enamel Renewal Toothpaste.

In 2012 Crest 3D White introduced Crest 3D White Luxe Glamorous White Toothpaste and Intensive Professional Effects Whitestrips, which deliver fast and efficacious whitening results for a whiter, brighter smile.

Most recently, in 2013 Crest 3D White bolstered the whitening category by introducing Crest 3D White Whitestrips 1 Hour Express, Crest 3D White Luxe Sensitivity Toothpaste, and Crest 3D White Luxe Lustrous Shine Toothpaste.

Crest 3D White Whitestrips 1 Hour Express whiten faster than ever by delivering noticeably whiter teeth after just one use. The Crest 3D White Luxe Sensitivity Toothpaste polishes and lifts away surface stains and also provides sensitivity relief by building protection and insulating the tooth from pain. Additionally, new Crest 3D White Luxe Lustrous Shine Toothpaste removes up to 90 percent of surface stains in one week and noticeably brightens teeth in one day.

PROMOTION

Over the last year, Crest has expanded its social media presence significantly, proving that the brand knows its audience and knows how to navigate the forever-changing social media world. From September 2012 to September 2013 Crest grew its Facebook page from 189,640 fans to 460,209 (an increase of 143 percent) while Crest 3D White grew its page from 209,931 fans to 402,494 fans (a 92 percent increase).

BRAND VALUES

Crest is a brand that has continually pushed to improve oral health. Crest is among the most trusted household brands, a value reinforced by the continued recognition of its products by the American Dental Association. Crest's dream is to lead the way in the passionate pursuit of perfect oral health so that everyone can have a healthy, beautiful smile for life.

THINGS YOU DIDN'T KNOW ABOUT CREST

- Within two years of its ADA acceptance, Crest's sales nearly tripled, pushing Crest well ahead as the best-selling toothpaste in the United States.
- To date, there are a total of 100+ active open-stock national SKUs of Crest toothpaste, which includes all SKU sizes.

Crest Major Moments

1955

Crest launches its first clinically proven fluoride toothpaste with "Look, Mom — no cavities!" campaign.



1960

ADA reports that Crest effectively prevents tooth decay.



1976

American Chemical Society lists Crest's fluoride toothpaste as one of the great discoveries of the past 100 years.



1980s

Several ingredient breakthroughs fortify the trusted Crest brand with benefits like tartar control and cavity-fighting protection.

1990s

Crest adds the beauty benefit of whitening to its trusted oral-health formulas.



2000

Crest Healthy Smiles is established to improve the state of oral health.

2001

Crest launches Crest Whitestrips, a revolutionary product in the whitening and oral care industry.



2003

Crest acquires Glide floss and the number-one dentist-recommended floss joins the Crest family. Crest launches Whitening Expressions, a line of whitening tooth-pastes with unique flavors that enhance the everyday brushing experience.



2005

Crest celebrates its 50th anniversary of bringing Healthy Beautiful Smiles to Life. Crest launches its first mouth rinse, Crest Pro-Health Rinse, that kills plaque, gingivitis, and bad breath germs "without the burn" of alcohol.



2006

Crest launches Crest Pro-Health, the first toothpaste to protect against all seven areas dentists check: gingivitis, plaque, cavities, tartar, sensitivity, stains, and fresh breath. Crest launches Crest Whitestrips Renewal in response to the ever-growing anti-aging trend.



2009

Crest introduces Crest Pro-Health Advanced Seal. The groundbreaking adhesive formulation temporarily molds the strip to users' teeth, allowing them to easily talk and drink water for convenient whitening anywhere, anytime.



2010

The Crest and Oral-B 3D White collection (Whitestrips, toothpaste, mouthwash, toothbrushes), together provide noticeable whitening results in one day. Crest Pro-Health™ Sensitive Shield Toothpaste guards against teeth sensitivity while providing comprehensive protection for teeth and gums.



2011

Crest & Oral-B introduce the Complete product portfolio, an offering of toothpastes, mouthwashes, toothbrushes, and flosses. Specifically, Scope Dual-Blast mouthwash features a unique dual-action technology that not only kills 98 percent of bad-breath germs, but blasts away strong food odors.



2012

Crest 3D White introduces Luxe Glamorous White Toothpaste and Intensive Professional Effects Whitestrips. Crest 3D White Luxe Glamorous White Toothpaste removes up to 90 percent of surface stains in five days and delivers brighter teeth in one day. Crest 3D White Intensive Professional Effects Whitestrips deliver visibly whiter teeth after just one use by removing stains below the enamel's surface.



2013

Crest 3D White introduces Luxe Lustrous Shine Toothpaste, Luxe Sensitivity Toothpaste, and 1 Hour Express Whitestrips. Crest 3D White Luxe Sensitivity Toothpaste contains an enamel-safe whitening ingredient and fights tooth sensitivity with regular brushing. Crest 3D White Whitestrips 1 Hour Express removes years of stains after just a single one-hour treatment, further exhibiting Crest's innovation in the whitening space.

