

# Procter & Gamble

## MATERIAL SAFETY DATA SHEET

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MSDS Identifier

**Crest Vivid White  
Fluoride Toothpaste**

SECTION I – CHEMICAL / PRODUCT AND COMPANY IDENTIFICATION		
<b>THE PROCTER &amp; GAMBLE COMPANY</b> Health Care Research Center 8700 Mason-Montgomery Road Mason, OH 45040-9462	<b>RATING KEY</b> 4=EXTREME 3=HIGH 2=MODERATE 1=SLIGHT	<b>Hazard Rating</b> Health:1 Flammability:0 Reactivity:0
<b>EMERGENCY PHONE:</b>	Transportation Emergency (24 hour) Telephone Number: CHEMTREC: 1-800-424-9300 in the U.S. and Canada; 1-703-527-3887 for calls originating elsewhere or call the Poison Control Center	Prepared by: Jill Karner, CIH Issue Date: November 14, 2007 Last Reviewed: 11/17/2000
<b>Material Name:</b>	<b>Crest Vivid White Fluoride Toothpaste - Refreshing Mint, Invigorating Mint</b>	

SECTION II – COMPOSITION AND INGREDIENTS			
Hazardous Ingredients as defined by OSHA, 29 CFR 1910.1200, and/or WHMIS under the HPA. These substances are listed because in their pure bulk form, they meet the OSHA definition of hazardous. Any hazards associated with this finished product are listed in Section III of this MSDS.			
<b>Principal Hazardous Components:</b>	<b>CAS Number</b>	<b>Conc. %</b>	<b>Exposure Limit/ LC50/LD50</b>
Glycerin	56-81-5	30 - 60	10 mg/m3 (ACGIH) (mist)
Hydrated Silica	7631-86-9	10 - 30	20 mppcf (OSHA)
Propylene Glycol	57-55-6	1 - 5	Oral LD50 rat - 20,000 mg/kg

SECTION III – HAZARDS IDENTIFICATION	
<b>Emergency Overview:</b> This mixture is a product regulated by the FDA. Within the meaning of the OSHA Hazard Communication Standard [29 CFR 1910.1200]: this mixture is not considered a hazard when used in a manner which is consistent with the labeled directions.	
<b>Eye:</b>	May produce transient superficial eye irritation.
<b>Skin:</b>	Prolonged exposure may produce transient irritation.
<b>Inhalation:</b>	No applicable information has been found.
<b>Ingestion:</b>	Ingestion of 1 oz. or more may cause nausea, vomiting, and mild GI irritation.

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SECTION IV – FIRST AID MEASURES	
Eye:	Flush eyes with water for 15 minutes.
Skin:	Discontinue use. See physician or dentist if symptoms persist.
Inhalation:	Seek medical attention if irritation or other symptoms are present.
Ingestion:	If a small amount (1 – 3 ounces) has been ingested, administer milk or water to dilute stomach contents. If a large amount has been ingested, administer milk or water and contact a medical professional for further advice.
<b>Additional First Aid Measures: Oral irritation - Discontinue use. See physician if symptoms persist.</b>	

SECTION V – FIRE FIGHTING MEASURES			
Flash Point:	> 200° F	Flash Point test method:	Closed Cup Flash Point (CC)
Auto-ignition Temperature:	<input checked="" type="checkbox"/> Not applicable <input type="checkbox"/> Not available <input type="checkbox"/> deg. C <input type="checkbox"/> deg F.	Flammable Limits (% by volume in air)	LEL        % N/A UEL        %
Extinguishing Media:	Use water spray, alcohol foam, or carbon dioxide		
Explosion Hazards:	Material will not burn		
Special Instructions:	None		

SECTION VI – ACCIDENTAL RELEASE MEASURES	
Personal Safeguards:	Avoid excessive contact and contact with the eyes.
Environmental Precautions:	Prevent from reaching waterways. Landfill for small quantities. Contain spilled material.
Spill Clean-up Procedures:	<i>Industrial:</i> Wipe up with sorbent material. Collect and place in a suitable disposal container. This material is not known to possess additional hazards when spilled, beyond those of other non-hazardous solids.  <i>Household:</i> Product used in household may be disposed of in refuse or sewer.

SECTION VII – HANDLING AND STORAGE	
Recommended Storage Temperature:	None
Personal Precautions for Safe Storage and Handling:	Avoid contact with eyes.
Conditions for Safe Storage:	Store in cool dry area
Other Precautions:	None

SECTION VIII – EXPOSURE CONTROLS, PERSONAL PROTECTION	
This section only applies to the product when used in an <u>industrial setting</u> .	
Ventilation:	Good general ventilation is sufficient for control.
Eye Protection:	Wear safety glasses with side shields.
Respiratory Protection:	None
Skin Protection:	For brief contact normal work attire is sufficient.
Other Special Protection:	None

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SECTION IX – PHYSICAL AND CHEMICAL PROPERTIES			
Appearance / Color:	White Paste	Melting Point:	N/A
Odor:	Minty	Boiling Point:	N/A
Odor Threshold:	N/A	Solubility in Water:	Partially Soluble
Physical State:	Paste	Vapor Pressure (mm Hg):	N/A
Vapor Density:	N/A	Specific Gravity (H <sub>2</sub> O=1):	1.1 - 1.5
pH:	4.0 – 9.5	Other Data:	N/A

SECTION X – STABILITY AND REACTIVITY	
Stability:	Stable
Possibility of Hazardous Reaction:	None known
Incompatibility: (Materials to avoid)	None known
Hazardous Decomposition Products:	None known

SECTION XI – TOXICOLOGICAL INFORMATION	
Chronic Effects:	No chronic health effects reported.
Target Organs:	No target organs reported.
Carcinogenicity:	This finished consumer product is not carcinogenic.
NTP:	No
IARC:	No

SECTION XII – ECOLOGICAL INFORMATION
Relevant ecotoxicity and fate data for ingredients in this formulation have been reviewed. Under normal and foreseeable consumer uses, there are no concerns for aquatic organisms exposed to product ingredients at the anticipated environmental concentrations. The surfactant(s) used in the formulation biodegrade rapidly and do not accumulate in the environment. The product is compatible with down-the-drain disposal routes, including municipal wastewater treatment processes and septic tank systems. This product is intended for dispersive use and should not be disposed of directly into the environment.

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SECTION XIII – DISPOSAL CONSIDERATIONS		
<b>Waste Disposal Method:</b> Disposal is to be performed in compliance with Federal, State/Provincial and Local regulations.		
<b>Households:</b> Product used in household may be disposed of in refuse or sewer.		
<b>Industrial Setting:</b>		
Agency	Parameter	Requirement
US EPA		This material is not considered a hazardous waste under United States Resource Conservation and Recovery Act when disposed.

SECTION XIV – TRANSPORTATION	
Agency	Classification
US DOT (transportation by ground)	Non-Regulated
IMDG (transportation by sea)	Non-Regulated
IATA (transportation by air)	Non-Regulated

SECTION XV – ADDITIONAL REGULATORY INFORMATION		
<b>The product(s) described in this Material Safety Data Sheet are regulated under the Federal Food, Drug and Cosmetics Act and are safe to use as per directions on container, box or accompanying literature (where applicable).</b>		
<b>US Federal:</b>		
EPA Registration Number: Not Applicable		
TSCA – All intentionally-added components of this product are listed on the US TSCA Inventory.		
SARA 313/302/304/311/312 chemicals: None		
<b>US States:</b>		
California: This product has been evaluated and does not require warning labeling under California Proposition 65.		
California Registration Number: None		
State Right-to-Know and CERCLA: The following ingredients present in the finished product are listed on state right-to-know lists or state work exposure lists.		
Ingredient(s)	CERCLA RQ	State(s)
Sodium fluoride (< 1% Conc.) (CAS No. 7681-49-4)	1,000 lbs	Below Reporting Threshold
Glycerin	Not Applicable	CA, IL, IN, KY, MA, MN, NC, OR, PA, RI
Hydrated Silica	Not Applicable	CA, IN, KY, MA, MN, NC, NJ, OR, PA
Propylene Glycol	Not Applicable	MN, PA, RI

SECTION XVI – OTHER INFORMATION
<b>DISCLAIMER:</b> This MSDS is intended to provide a brief summary of our knowledge and guidance regarding the use of this material. The information contained here has been compiled from sources considered by Procter & Gamble to be dependable and is accurate to the best of the Company's knowledge. 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. Procter & Gamble assumes no responsibility for injury to the recipient or third persons, or for any damage to any property resulting from misuse of the product.