

Target Patients for Crest Whitening Products

	Crest Night Effects Sold in Retail Stores	Crest Whitestrips Sold in Retail Stores	Crest Whitestrips Professional Strength	Crest Whitestrips Supreme Professional Strength
Patients who want to whiten their teeth	●	●	●	●
Patients who want professional-strength whitening			●	●
Patients who can't afford ANY professional-strength whitening	●	●		
Patients who only want to whiten at night	●			
Teens	●	●	●	