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	<b>Download Date:</b>	2019-10-21
	<b>Content Status:</b>	approved
	<b>Approval Date:</b>	2019-10-18
	<b>Content Owner:</b>	Cavailles, Marine
	<b>ATTENTION: This content/image has special online usage restrictions. It can be ONLINE during these dates ONLY:</b>	
	<b>Content Public Go Live Date:</b>	
<b>Content Public Removal Date:</b>	2022-09-23	

## Basic Marketing Content

<b>FPC/ Brand Code:</b>	81699181
<b>Pack Barcode:</b>	08001090803016
<b>Master FPC:</b>	No
<b>Market Brand:</b>	Oral-B
<b>Market Subbrand:</b>	Gum & Enamel Repair
<b>Product Title Long:</b>	Oral-B Gum & Enamel Repair Gentle Whitening Zubní Pasta 75ml
<b>Product Title Short:</b>	Oral-B Gum & Enamel Repair Zubní Pasta 75ml
<b>Product Title Super Short:</b>	
<b>Product Description:</b>	Oral-B Gum & Enamel Repair Gentle Whitening je zubní pasta na každý den, která pomáhá revitalizovat dásně a obnovovat zubní sklovinu.

### Features and Benefits:

Pomáhá revitalizovat dásně a obnovovat zubní sklovinu

Má antibakteriální účinek na dásně

Chrání zuby před erozí způsobenou kyselinami a pomáhá obnovovat zubní sklovinu

Jemně odstraňuje skvrny a zbytky a předchází jejich vzniku a usazování

### Search Terms- General:

zubní pasta, pasta, fluorid, orální, b, ústní, péče, gum & enamel repair, gum, enamel, repair, original, extra svěží, šetrné bělení, jemné čištění, 50ml, 75ml, 100ml, bílý, zuby, zubní kaz, zubní kazy, měkké, citlivé, oprava, eroze, zubní péče, návyky při čištění zubů, zubní pasty pro dospělé, dospělý, dítě, zubní pasty, dospělí, děti, zub, zubní kaz, zubní kazy, oralb, zubnípasta, gengigel, ultradex, sensodyne, colgate, curaprox, corsodyl, euthymol, elmex, parodontax, dáseň, weleda, zendium, splat, rocs, regenerace

### Brand Description/Story:

## Package Label & Category Specific

**Purpose:**

**Active Ingredients:**

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**Indications/Uses:**

**Warning:** Urceno pouze pro dospělé. Obsahuje fluorid cínatý (1100 ppm fluoridu) a fluorid sodný (350 ppm fluoridu).

**Directions:** N/A

**Other Drug Facts Information:**

**Ingredients:** Aqua, Sorbitol, Hydrated Silica, Sodium Lauryl Sulfate, Aroma, Sodium Gluconate, Carrageenan, Xanthan Gum, Zinc Citrate, CI 77891, Stannous Fluoride, Sodium Saccharin, Sodium Hydroxide, Stannous Chloride, Sodium Fluoride, Sucralose, Limonene, Citric Acid, Sodium Citrate, Sodium Benzoate, Potassium Sorbate

**Nutrition Facts:**

**Choking Hazard Warning:**

**Consumer Care Phone:** 221804335

**Consumer Care Return Address:** Procter & Gamble Czech Republic s. r. o.  
Ottova 402  
269 32 Rakovník  
ČR. P&G  
P. O. Box 1059  
111 21 Prague 1  
Czech Republic

**Consumer Care Statement:** Chcete se na něco zeptat? Zavolejte nebo pošlete e-mail.

**Manufacturer Address:**

**Pack Count/Uses:** 0 N/A

**Pack Size:** 75.0 ml

**Size Name:**

**Package Type:** Tuba

**Color:**

**Flavor/Scent:**

**Skin Type:**

**Hair Type:**

**Diaper/Nappy Babyweight:**

**Diaper/Nappy Size:**

**Model Number:**

**Batteries Included**

**Batteries Required:**

**Number of Batteries Required:**

**Battery Type:**

**Replacement Accessories:**

**AC Voltage:**

**Product Expires?:**

**Shelf Life in Days:**

**Does the product have Open Sharp Edges?**

**Is the product a liquid in Double Sealed Container?**

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**Is the Item a SIOC?**

**Must be 18 years or Older to Purchase?**

<b>Brandbank Segmentation:</b>	Péče o vlasy, tělo a zdraví>Péče o zuby>Zubní pasta
<b>Exploding Bomb:</b>	No
<b>Gas Cylinder:</b>	No
<b>Corrosion:</b>	No
<b>Flame:</b>	No
<b>Skull &amp; Crossbones:</b>	No
<b>Exclamation Point:</b>	No
<b>Flame Over Circle:</b>	No
<b>Health Hazard:</b>	No
<b>Environment:</b>	No
<b>Signal word:</b>	Žádné signální slovo

## Logistics

<b>Sub-Sector:</b>	Oral Care
<b>SAP Category:</b>	Dentifrice
<b>SAP Brand:</b>	Oral-B Manual
<b>SAP Sub-brand:</b>	Pro Expert
<b>Initiative Name:</b>	Super Premium Legacy
<b>Customer Specific SKU:</b>	
<b>Start of Ship:</b>	2019-09-23
<b>Distribution Market:</b>	Slovakia, Poland, Slovenia, Latvia, Lithuania RU, Lithuania LT, Hungary, Croatia, Estonia, Czech Republic
<b>Country of Origin:</b>	Německo
<b>Package Weight:</b>	119.771 g
<b>Product Weight:</b>	98.3 g
<b>Package Dimensions (HxLxW):</b>	49.0x154.0x39.0 mm
<b>DUN 14:</b>	08001090803023
<b>Case Weight:</b>	1515.882 g
<b>Shipping Case Dimensions (HxLxW):</b>	151.0x164.0x163.0 mm
<b>Inner Packs per Case:</b>	
<b>Units per Inner Pack:</b>	
<b>Units per Case:</b>	12
<b>Creation Date:</b>	2019-06-07
<b>Last Modified Date:</b>	2019-10-18
<b>Content Public Removal Date:</b>	2022-09-23

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## Status & Brand Content Owner

**Current Approval Status:** approved  
**Last Approval date:** 2019-10-18  
**Last Approver:** cavailles.m@pg.com  
**P&G BCO:** maciejewska.w@pg.com  
**Brand Content Coordinator:** bon.g@pg.com  
**Status:** Completed  
**Active:** Y  
**Deactivated on:**  
**Deactivated by:**  
**Completeness %:** 100%  
**Image Ready:** Yes  
**Text Ready:** Yes  
**Locked:** No  
**Gaps to Correct:**

## Associated Media



Product Image - In Package  
Front  
Center  
v1 - png  
3000x3000  
Exp:-