

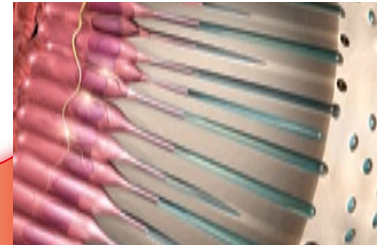
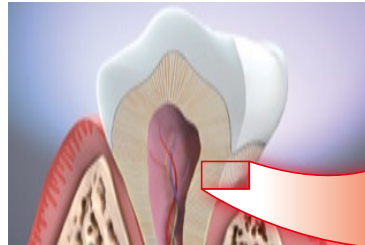
# Colgate® Sensitive Pro-Relief™ Desensitising Polishing Paste

## An effective new technology that works differently

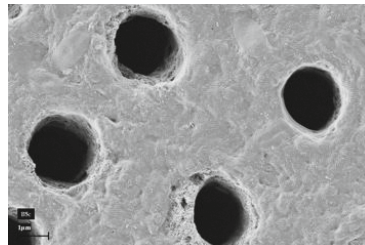
Hypersensitivity occurs when pain stimuli – such as cold, heat, air or pressure – trigger sensations that reach the intradental nerves through open tubules in exposed dentin.

Ordinary sensitive toothpastes with potassium salts work by masking the pain. However, pain triggers can still reach the nerves via the open tubules.

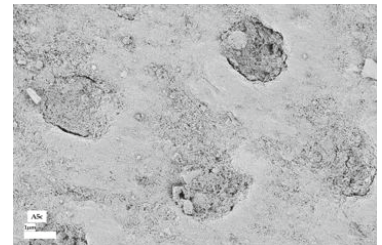
Colgate® Sensitive Pro-Relief™ desensitising polishing paste plugs and seals dentin tubules, which helps block pain triggers to deliver instant relief.



Exposed dentin leaves  
tubules open



*In vitro* microscope images  
(SEM) of untreated dentin  
surface with exposed tubules



*In vitro* microscope images  
(SEM) showing occlusion of  
dentin tubules with Colgate®  
Sensitive Pro-Relief™

## Fast and easy

Colgate® Sensitive Pro-Relief™ is applied like a regular polishing paste.

It provides sensitivity treatment and gentle tooth polishing in one step.

Immediate relief during this dental visit will last for 28 days.

