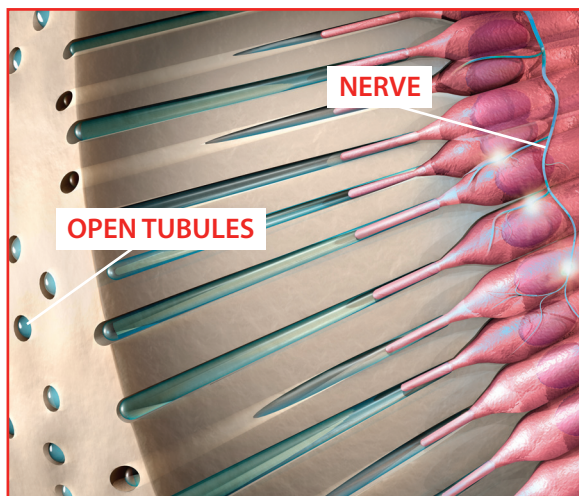


# TREATING SENSITIVE TEETH THE TRADITIONAL WAY.

There are many limitations to traditional sensitivity treatments.

**Many in-office desensitising products** use chemicals and/or tooth etching procedures to close dentine tubules. These treatments include high- fluoride varnishes, acrylates, and bonding agents.

**Most at-home desensitising toothpastes** work by interrupting the pain signals from exposed nerves. Traditional potassium salt-based toothpastes in the form of potassium nitrate, potassium citrate, or potassium chloride work this way. However, they can take 4 to 8 weeks to provide significant sensitivity relief.



Graphical representation; for illustration purposes only.

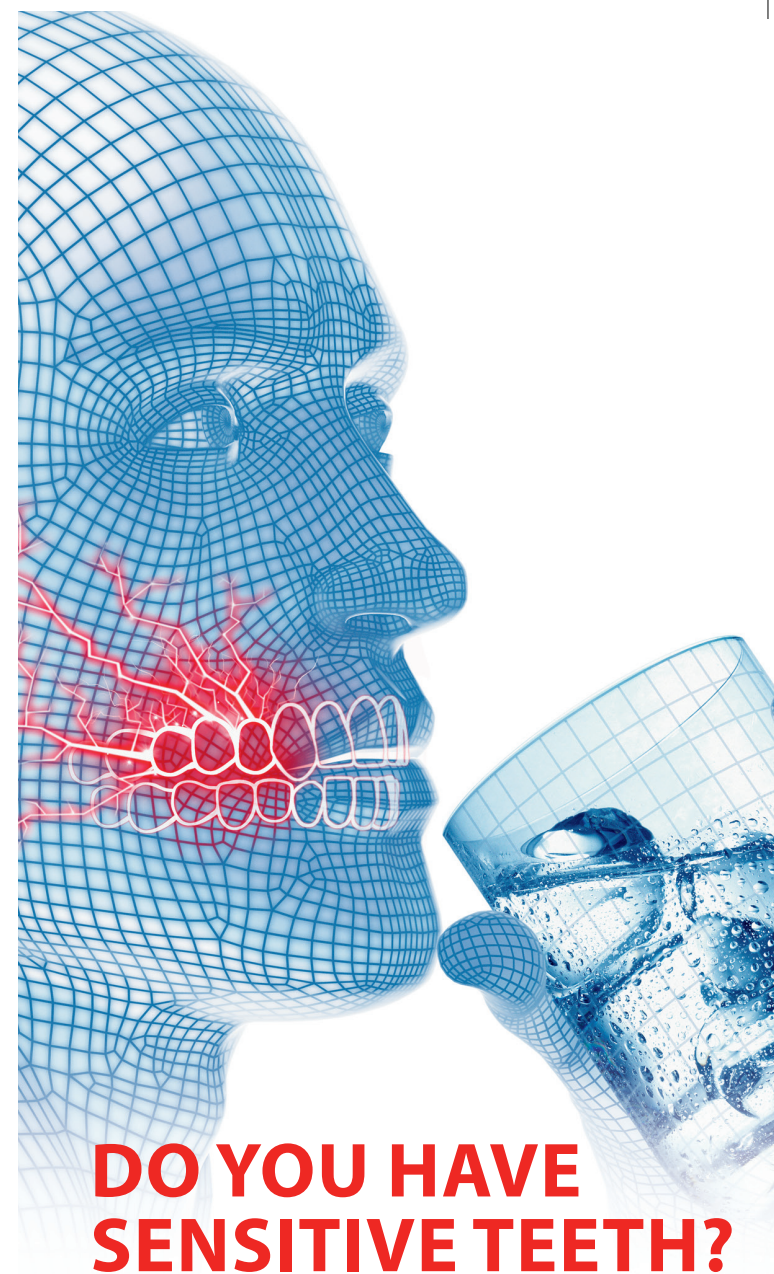
**If you think you have sensitive teeth, it is important to talk to your dental professionals today for a diagnosis. Only their medical expertise can determine the true cause of your sensitive teeth.**

If you think you have sensitive teeth, talk to your dental professional today.

## Sensitive Pro-Relief™ TREATMENT PROGRAM



Scientific works cited: 1. Ipsos Tracking Feb 2009. 2. Cummins D et al. *J Clin Dent.* 2009;20(Spec Iss):1-9. 3. Nathoo S et al. *J Clin Dent.* 2009;20(Spec Iss):123-130. 4. Docimo R et al. *J Clin Dent.* 2009;20(Spec Iss):17-22. 5. Hefferen J et al. Standard laboratory testing abrasion versus Oral-B® P-40 Indicator® Soft. University of Kansas 2006. Data on file. Colgate-Palmolive Company. 6. Petrou I et al. *J Clin Dent.* 2009;20(Spec Iss):23-31.



## DO YOU HAVE SENSITIVE TEETH?

Learn about sensitive teeth and instant relief

Sensitive Pro-Relief™  
TREATMENT PROGRAM

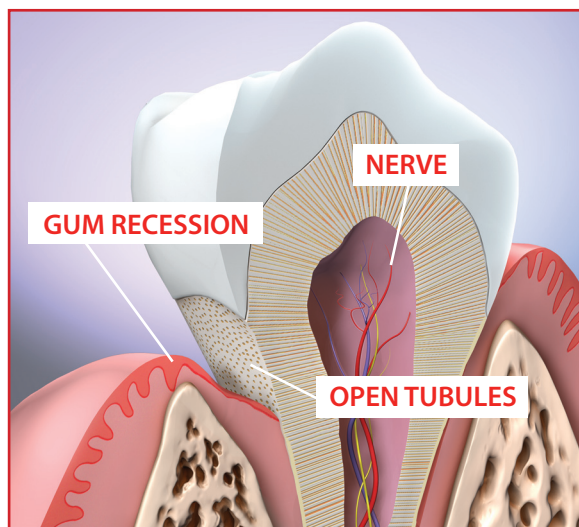
## HOW DO YOU KNOW IF YOU HAVE SENSITIVE TEETH?

You may have sensitive teeth if you experience short, sharp pain in response to cold, heat, and pressure. Common triggers of sensitive teeth can be

- Cold or hot drinks
- Cold air
- Some dental procedures

If these triggers cause you pain, you are not alone. **45% of Australian households contain someone with sensitive teeth or gums.**<sup>1</sup>

## WHAT'S AT THE ROOT OF SENSITIVE TEETH?



Sensitive teeth are primarily caused by gum recession. Gums recede for many reasons, like brushing too hard, age, and periodontal disease. When gums recede, small openings in the root of the tooth called dentine tubules are exposed and may be opened by acidic foods and drinks.<sup>2</sup> These open tubules lead directly to the nerve of the tooth and can cause pain.

## Finally, INSTANT\* AND LASTING RELIEF CAN BE YOURS.

### OFFICE TREATMENT:

#### Colgate® Sensitive Pro-Relief™ Desensitising Paste

- Quickly and easily applied by your dental professional
- Instant and lasting relief upon application



### AT HOME:

#### Colgate® Sensitive Pro-Relief™ Toothpaste

- Recommended for use twice daily for lasting relief between dental visits
- For instant relief, apply directly to the sensitive tooth with a fingertip and massage for 1 minute<sup>3</sup>
- Clinically proven to be more effective than a potassium salt-based toothpaste used twice daily for 2 weeks<sup>4</sup>



#### Colgate® 360° Sensitive Pro-Relief™ Toothbrush

- Specially designed for sensitive teeth
- Ultra-soft cleaning bristles produce significantly less wear on sensitive tooth surfaces<sup>5</sup>

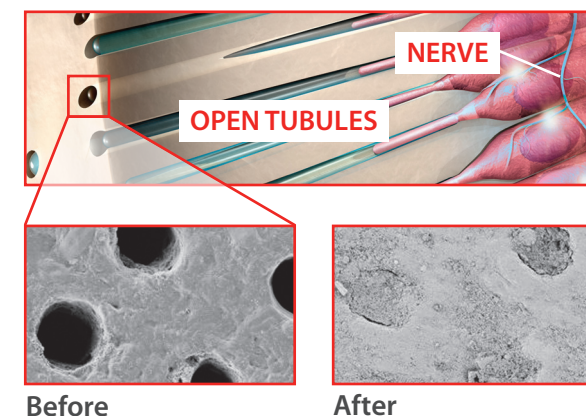
\* Instant relief achieved with direct application of toothpaste massaged on sensitive tooth for 1 minute.

## Introducing A BREAKTHROUGH IN TREATMENT.

Pro-Argin™ Technology works differently to plug open dentine tubules. This revolutionary technology

- Takes advantage of your mouth's natural process
  - Contains arginine, an amino acid naturally found in saliva, and calcium carbonate<sup>2</sup>
  - Helps attract calcium to open tubules, forming a protective seal<sup>2</sup>
- Works immediately to block tubules for instant\* and lasting relief<sup>3</sup>
- Can be applied easily and quickly

Tubules magnified before and after treatment with Pro-Argin™ Technology<sup>6</sup>



SEM at 10,000x magnification.

Clinical trials have proven time and again that the Pro-Argin™ Technology of Colgate® Sensitive Pro-Relief™ plugs exposed and open dentine tubules to provide instant and lasting relief.

Finally, breakthrough Pro-Argin™ Technology is here.

