



Help your patients get whiter teeth and sensitivity protection in one toothpaste^{1,2}

NEW

SENSODYNE
CLINICAL
WHITE

Clinically proven whitening

2 Shades Whiter Teeth*

+24/7 Sensitivity Protection†

Enamel safe

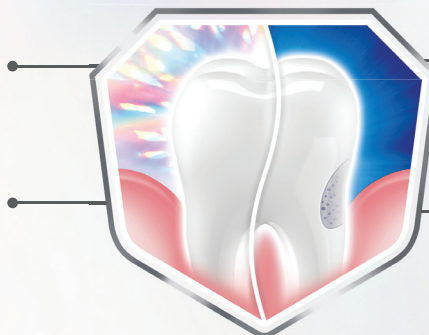


Alumina

lifts & removes surface stains;
gentle on enamel³⁻⁵

STP

works to repel stains from tooth
surface and helps prevent new
stains^{6,7}



High cleaning silica
removes surface stains⁸

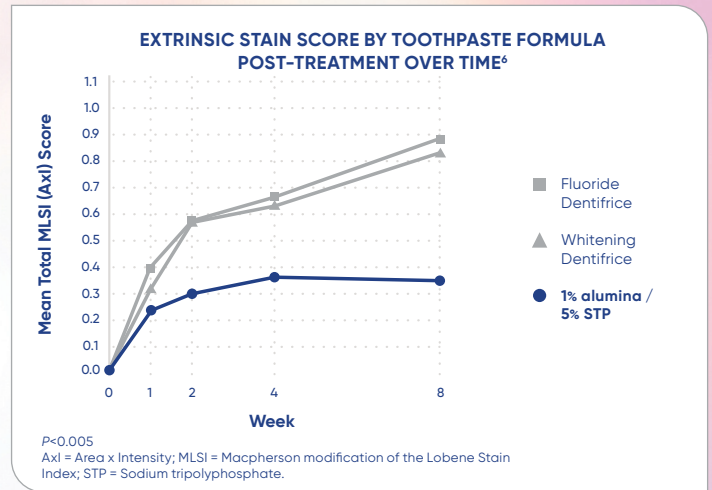
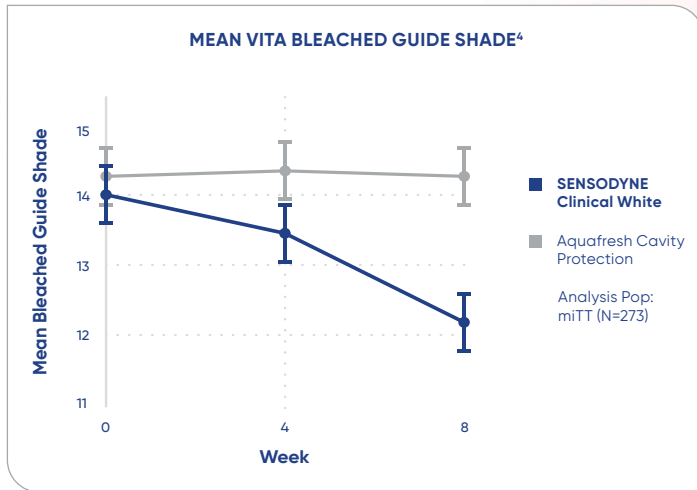
5% potassium nitrate
for clinically proven
sensitivity relief^{9†}

STP = Sodium tripolyphosphate.

SENSODYNE Clinical White is gentle on teeth. It does not contain hydrogen peroxide that may trigger sensitivity.

*Compared to a regular toothpaste with 8 weeks of twice daily brushing.

†With twice daily brushing.



SENSODYNE Clinical White is proven to **whiten teeth by 2 shades^{4*}**

- Statistically significant improvement in tooth colour after 4 and 8 weeks^{4†}
- Proven to remove extrinsic stains, even in hard-to-reach areas^{4,5,10}

Statistically significant **stain protection over time[‡]**

- Clinically proven to help prevent surface stains such as those caused by coffee, tea, and nicotine



Visit
HaleonHealthPartner.ca
to learn more



*After 8 weeks of twice daily brushing; reference dentifrice: Aquafresh Cavity Protection.

†With twice daily brushing.

‡Following a visual stain assessment of the tooth surface to measure extrinsic stain score via MLSI.

References: 1. Haleon data on file. Ipsos report OH Foundational Research in USA/Spain/Japan; 1420 adults. 2021. 2. Haleon data on file. Ipsos report "SENSODYNE. US Whitening Fast Facts". 2021. 3. Haleon data on file. Study RH02006. 2014. 4. Haleon data on file. Study 300024. 2023. 5. Haleon data on file. Study T6030865. 2012. 6. Milleman KR, Milleman JL, Young S, Parkinson C. *J Clin Dent.* 2017;28(2):1-8. 7. Haleon data on file. Study T6030883. 2011. 8. Lippert F. An Introduction to Toothpaste – Its Purpose, History and Ingredients. van Loveren C, ed. *Toothpastes: Monographs in Oral Science.* 23rd vol. Basel, Karger; 2013;1-14. 9. Nagata T, et al. *J Clin Periodontol.* 1994;21(3):217-221. 10. Young S, Parkinson C, Hall C, et al. *J Clin Dent.* 2015;26(4):96-103.

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