

What makes Sensodyne Pronamel different?



Pronamel toothpaste is scientifically proven to help protect against Enamel Wear

A daily toothpaste with a unique optimised fluoride formulation, Pronamel is engineered to **lock in minerals** and **maximise the rehardening** of acid-softened enamel.

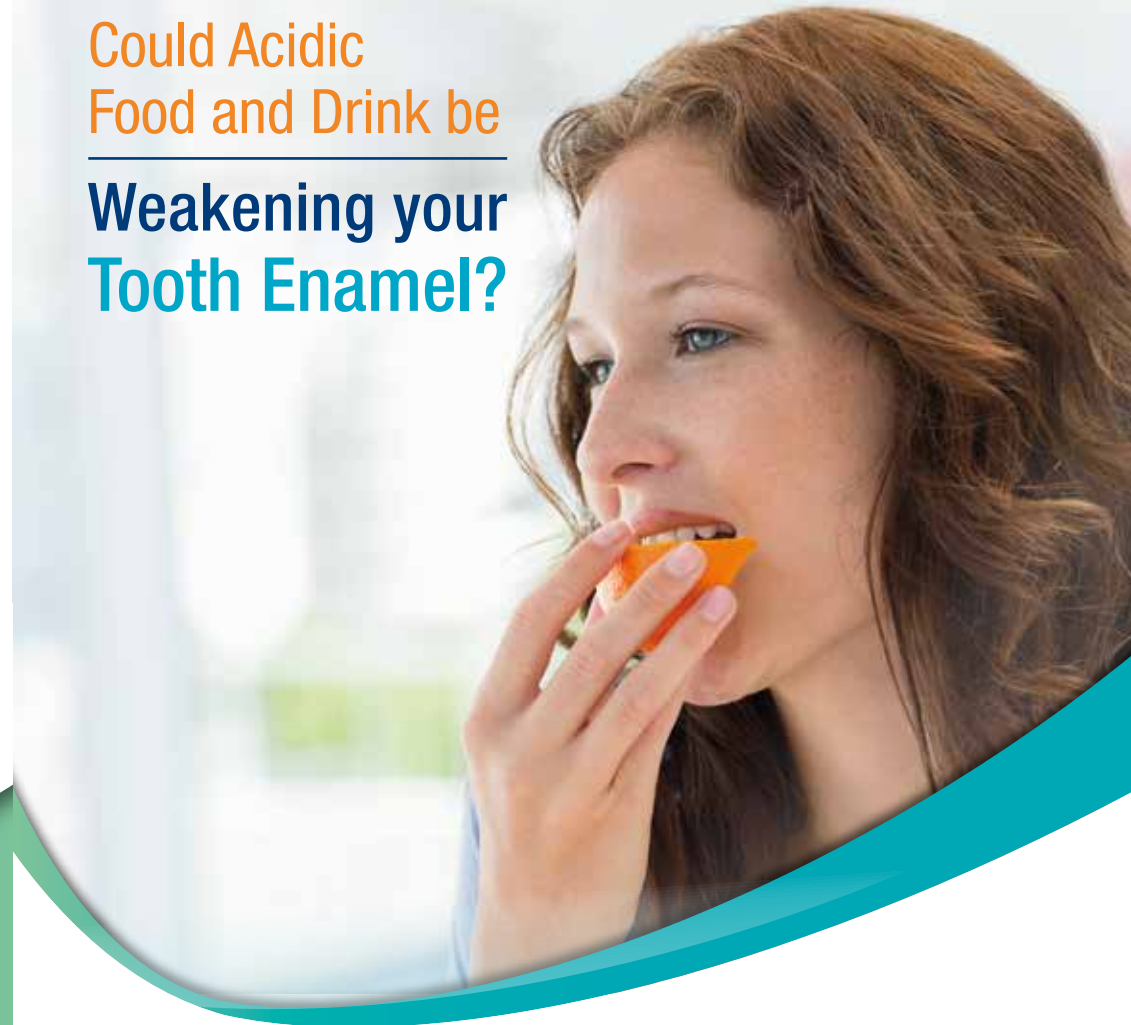
Brush twice-daily with Pronamel using a soft-bristled toothbrush to protect against Enamel Wear.

You can find this specialised toothpaste at grocery stores and drug stores.

Talk to your dentist or hygienist and start protecting your enamel with Pronamel today



Could Acidic Food and Drink be Weakening your Tooth Enamel?



Start protecting your precious enamel today with Sensodyne Pronamel



Is my tooth enamel at risk?

Tooth enamel is a hard substance that covers your teeth and protects them from damage. Enamel is precious because if it wears away, it can't regrow.

Acids in food or drink, such as fruit or fizzy drinks, can soften your enamel surfaces, making it more easily worn away through normal chewing or brushing. This process is known as Enamel Wear or Acid Wear.

Unfortunately, it is becoming common; up to **1 in 3** young adults in Europe have signs of Enamel Wear.

Over time, Enamel Wear can lead to changes in tooth shape; thinning of tooth edges; teeth with a dull, yellow appearance and tooth sensitivity. However, the early signs are often hard to recognise.

Enamel Wear is a growing concern due to modern diets and early signs can go unnoticed



How can I protect my tooth enamel?

There are several simple steps you can take to protect your precious enamel from further wear, starting right now:



Reduce how much acid your teeth are exposed to:

- Try to limit the number of times you consume acidic food and drink, such as fruit or fizzy drinks, to less than four per day
- Avoid sipping fruit juices, sports drinks and sodas over long periods, or holding acidic drinks in your mouth
- Find out more about acidic food and drink at www.pronamel.co.uk

Brush gently but thoroughly with a soft-bristled toothbrush, and do not brush immediately after eating or drinking acidic food or drink

Use a specialised fluoride toothpaste, such as Sensodyne Pronamel

Ask your dentist or hygienist if you're concerned about Enamel Wear