

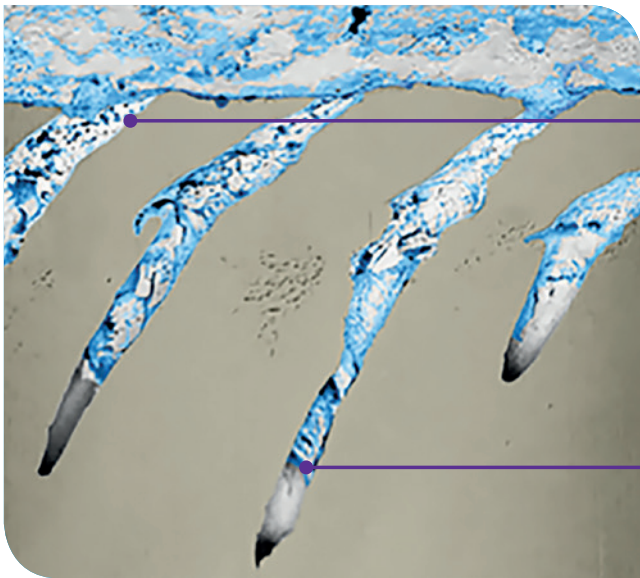
Help your patients

RELIEVE SENSITIVITY FAST

Sensodyne Rapid Relief **ENGINEERED FOR SPEED**

Its unique formulation contains a balance of active stannous fluoride and bio-adhesive polymer that **accelerates occlusion** of dentine tubules¹ by:

- Providing improved bio-adhesion*²
- Forming a gel-like scaffold to hold the stannous in place



Stannous fluoride embeds into peritubular dentine on the edge of the tubule wall⁹

Stannous fluoride extends up to 80 µm inside the tubule network⁴

Representative FIB-SEM image, combining multiple imaging techniques (STEM-EDS, DSIMS, FIB-SEM/EDS).

Proven 60 second relief and long-lasting protection^{†5-7}



- Starts working from the first brush⁵
- Brushing sensitive areas delivers clinically proven relief in just **60 seconds**^{5,6}
- After 8 weeks, Sensodyne Rapid Relief provided a 64% reduction in dentine hypersensitivity⁷

As many as **1 in 3** people suffer from dentine hypersensitivity¹⁴



Long-term management with sensitivity toothpastes can lead to **improvements in oral health-related quality of life**¹⁵

Recommend Sensodyne Rapid Relief for fast relief and long-lasting protection from sensitivity^{†7}



STEM-EDS = Scanning Transmission Electron Microscope-Energy-Dispersive Spectroscopy, DSIMS = Dynamic Secondary Ion Mass Spectrometry, FIB-SEM = Focussed Ion Beam-Scanning Electron Microscope. FIB-SEM/EDS = Focussed Ion Beam-Scanning Electron Microscope/ Energy Dispersive Spectroscopy. *vs. toothpaste containing 0.454% stannous fluoride and lower polymer level. †with twice-daily brushing.

WARNINGS AND PRECAUTIONS

Keep out of reach of children. Not for use by children under 12 years of age unless on the advice of a dental professional or doctor. Sensitive teeth may indicate an underlying problem which needs prompt care by a dentist. If symptoms persist or worsen consult your dentist. If irritation occurs, discontinue use.

References: 1. Accepted for presentation at IADR 2017, Abstract no: 2631820. 2. GSK Data on File Report NPD/EU/049/16, December 2016. 3. Accepted for presentation at IADR 2017, Abstract no: 2634604. 4. GSK Data on File 161075. 5. GSK Data on File 207211, January 2017. 6. Accepted for presentation at IADR 2017, Abstract no: 2635085. 7. Parkinson CR *et al.* Am J Dent. 2015 Aug;28(4):190-196. 8. Accepted for presentation at IADR 2017, Abstract no: 2635168. 9. Parkinson CR *et al.* Am J Dent. 2013;26(Spec Issue):25a-31a. 10. Parkinson CR *et al.* Am J Dent. 2016;29:25-32. 11. Accepted for presentation at IADR 2017, Abstract no: 2639966. 12. GSK Data on File Z7871336. 13. GSK Data on File Z7871337. 14. Addy M. Int J Dent. 2002; 52: 367-375. 15. GSK Data on File RH01897.