

CLINICAL STUDY TO EVALUATE THE SHORT-TERM EFFECT OF 5% CALCIUM SODIUM PHOSPHOSILICATE (NOVAMIN) TOOTHPASTE ON DENTINE HYPERSENSITIVITY.

Haleon Data on File, Study 300100; 2024; accepted for presentation at IADR 2025

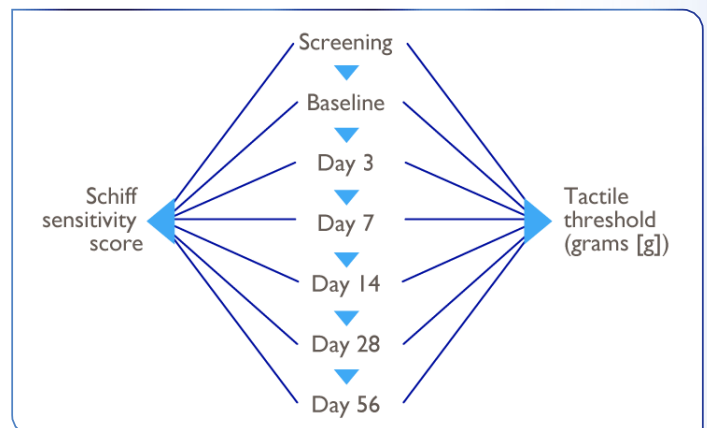
Sensodyne Clinical Repair provides significant relief after 3 days that continues to improve with continued use.

STUDY DESIGN

Single centre, 8-week, randomized, controlled, examiner-blind, 2-treatment arm, parallel design, stratified clinical study to evaluate the anti-hypersensitivity efficacy of a 5% w/w Calcium Sodium Phosphosilicate (CSPS) toothpaste (Sensodyne Clinical Repair with Novamin) in a dentine hypersensitivity population.

CLINICAL ASSESSMENTS

- Schiff sensitivity score following an evaporative (air) stimulus
- Tactile threshold (grams [g]) following a tactile stimulus (Yeaple Probe)
- 215 subjects completed.



STUDY PRODUCTS & USAGE INSTRUCTIONS*:

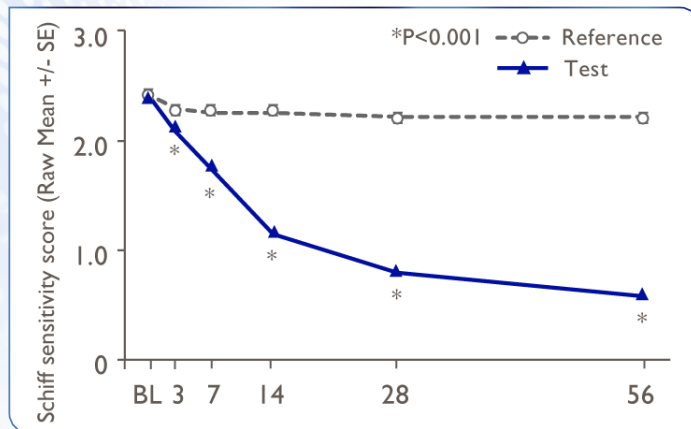
Test product	Reference product (Negative control)
<p>5.0 % w/w CSPS toothpaste (Sensodyne Clinical Repair with Novamin, 1040 ppm fluoride as NaF)</p>	<p>Regular fluoride toothpaste (Crest Cavity Protection**, 1100 ppm fluoride as NaF)</p>
<p>Brush entire dentition thoroughly for at least 1-timed minute, twice daily (morning & evening), making sure to brush the sensitive areas of the two 'Test teeth' carefully first.</p>	<p>Brush entire dentition thoroughly for at least 1-timed minute, twice daily (morning & evening).</p>

* Label instructions

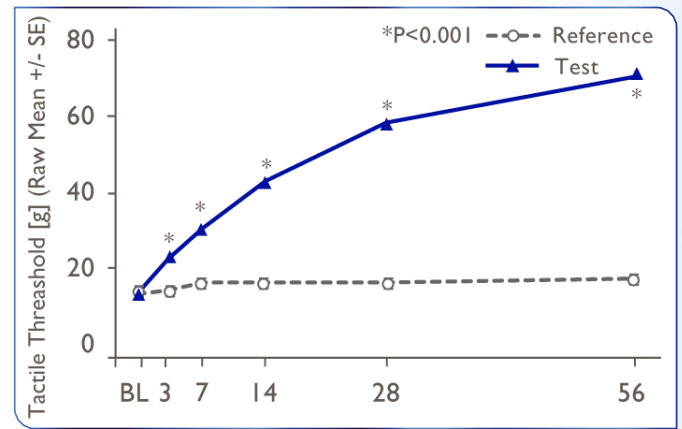
** Canadian marketed product

RESULTS

Schiff Sensitivity Score



Tactile Threshold



Results show significant relief by the 5% CSPA toothpaste (Sensodyne Clinical Repair with Novamin), on both measures after 3 days that builds with continued use

CONCLUSION

- The 5% CSPA toothpaste (Sensodyne Clinical Repair) demonstrated statistically significantly anti-hypersensitivity efficacy, compared to regular fluoride toothpaste (negative control), as measured by **Schiff sensitivity score and tactile threshold at Day 3.**
- The 5% CSPA toothpaste also demonstrated statistically significantly anti-hypersensitivity efficacy, compared to regular fluoride toothpaste (negative control), as measured by Schiff sensitivity score and tactile threshold (g) at day 7, 14, 28 and 56.
- Study toothpastes were well tolerated.

This study demonstrated that using Sensodyne Clinical Repair with Novamin (5% CSPA toothpaste) significantly reduced dentine hypersensitivity following 8 weeks twice daily brushing, with statistically significant reductions in dentine hypersensitivity (both stimuli) observed from Day 3.