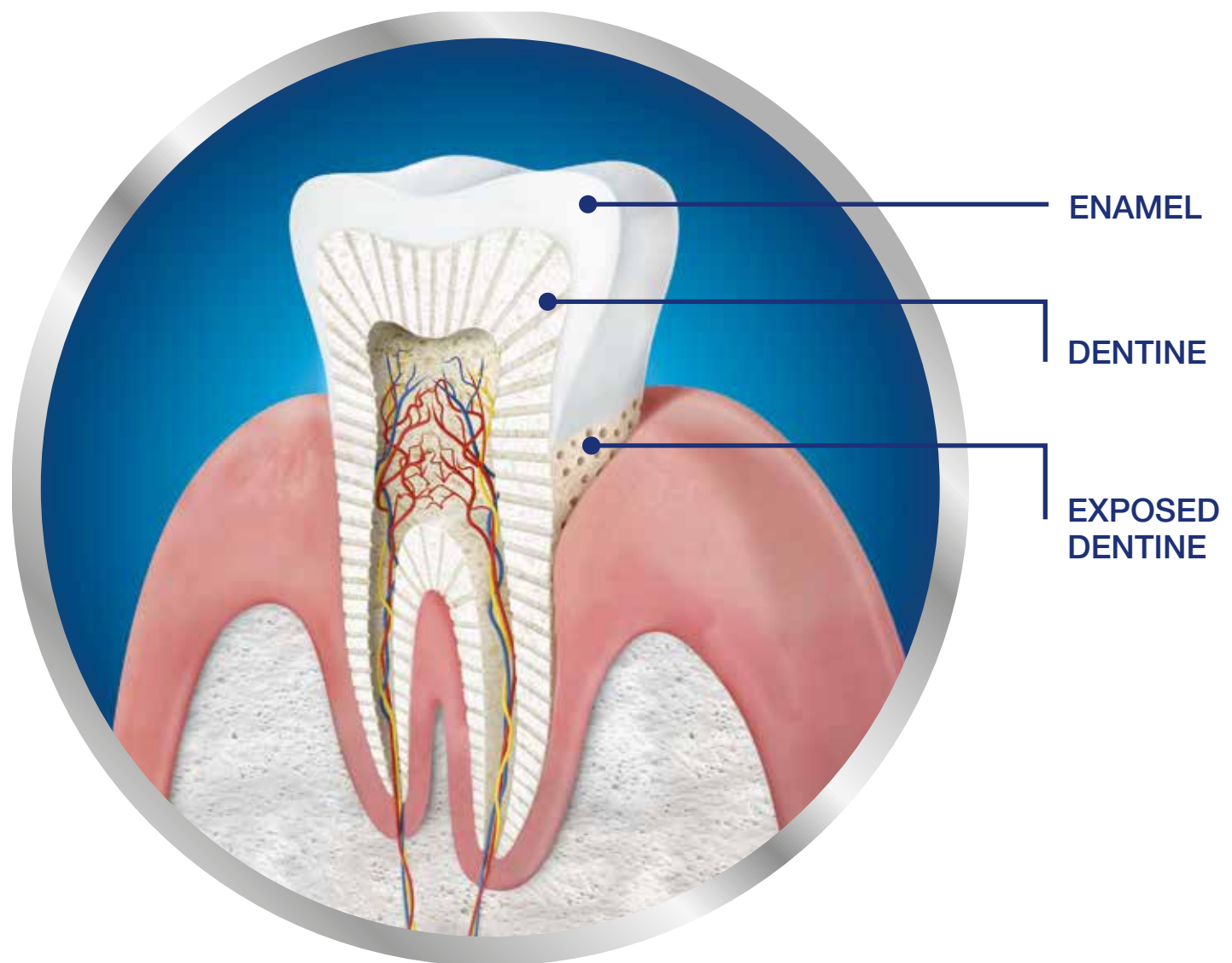


As many as **1 in 3** people suffer from **sensitive teeth**

Sensitivity can develop when the inner layer of your teeth – called dentine – becomes exposed



New Sensodyne Rapid Relief
FAST RELIEF and **LONG-LASTING PROTECTION** from sensitivity



No.1 Dentist & Hygienist recommended brand for sensitive teeth*

*GSK Data on File. MMR Research, 2016. Survey of 204 Dentists and 200 Hygienists.

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