



Living with tooth sensitivity

Learn what causes this
common condition and how
to relieve your symptoms





**37% of people suffer
from tooth sensitivity**

What causes tooth sensitivity?

- Tooth sensitivity happens when **gums recede and enamel wears away and dentin (inner layer of the tooth) is exposed.**

This can happen from brushing too hard or eating a diet high in acid. Without enamel, the dentin, or inner layer of the tooth is exposed. Inside the dentin there are nerves, which can be triggered to cause short, sharp pain.

Common triggers



Cold or hot
foods and drinks



Sugary or sour
foods and drinks



Breathing in
cold air



Brushing
too hard

**63% of these sensitivity sufferers also report
having issues with their gum health**



You can relieve your sensitivity while also improving gum health



With a **clinically proven ingredient**, you can **manage early gum disease** at the same time.

Your sensitivity symptoms can be managed by changing your toothpaste.

Sensodyne Sensitivity & Gum provides **sensitivity relief** by maintaining the health of your gums.



sensitivity
relief



freshen
breath



helps **remove**
stains

For best results, brush twice daily and continue to use Sensodyne as your daily toothpaste



Find the Sensodyne product that is right for you*



Complete Protection

Protects enamel, provides sensitivity relief, clean feeling, and helps whiten.

Fresh Mint†

Daily care with sensitivity relief.

Sensitivity & Gum

Relieves sensitivity* and helps to control early gum disease.

Rapid Relief

Proven pain relief in 3 days.*

Repair & Protect

Helps repair sensitive teeth by building a protective layer over sensitive areas.

For more information, visit www.sensodyne.com



#1 Dentist-Recommended brand for sensitive teeth

*With twice-daily brushing.

†Sodium lauryl sulfate free.

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