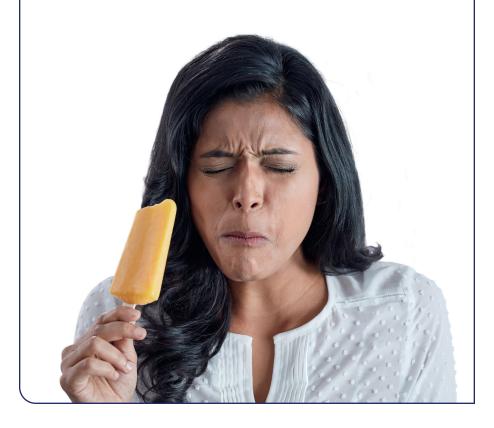




Living with tooth sensitivity

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

Fresh Mint[†]

Sensitivity & Gum

Rapid Relief

Repair & Protect

Protects enamel, provides sensitivity relief, clean feeling, and helps whiten. **Daily care** with sensitivity relief.

Relieves sensitivity* and helps to control early gum disease.

Proven pain relief in 3 days.*

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

For more information, visit **www.sensodyne.com**



^{*}With twice-daily brushing.

[†]Sodium lauryl sulfate free.

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