

Protect your patients' enamel with Pronamel

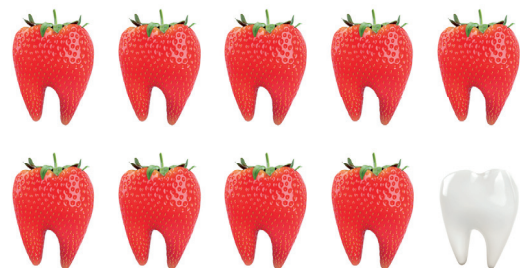
Pronamel helps to strengthen and reharden acid-weakened enamel¹



Enamel erosion is a common problem²

- **9 out of 10** adults are at risk of enamel loss^{3*}
- Nearly **46%** of adolescents already exhibit signs of enamel erosion^{4*}

Lost enamel cannot be replaced



*Due to dietary acids.



Enamel erosion is a progressive condition and detection can be difficult⁵

Common signs^{6,7}



**Yellowing
(advanced sign)**



**Thinning and
translucency**



**Surface changes
(smoothing)**



**Loss of structural
features
(rounding)**

Modern lifestyles, even healthy ones, can be high in dietary acid^{5,8,9}

Acidity of food and drinks^{10-16*}

Food and drink	pH	Food and drink	pH
Sour candy	1.5-3.0	Beer	4.0-5.0
Vinegar (salad dressing)	2.0-3.0	Pears	4.1
Kombucha	2.5-3.5	Tea (black)	4.2
Wine	2.3-3.8	Yogurt	4.2
Sports drinks	2.3-4.4	Carbonated water	5-6
Soda	2.7-3.5	Bananas	5.1
Iced tea	2.9-3.0	Natural cheese	5.1
Strawberries	3.0-4.2	Tooth enamel can begin to dissolve at pH 5.5 and below [†]	
Apples	3.5-3.9	Eggs	6.6
Orange juice	3.7	Dentin can begin to dissolve at pH 6.7 and below [†]	
Tomatoes	3.7-4.7	Whole milk	6.7
		Water	7.3

*These pH values are approximate and can differ.
†In laboratory experiments.

Pronamel: The Acid Protection Specialist

Great for patients who want to strengthen and protect their enamel health¹

10x

Provides up to
10x higher fluoride
uptake to enamel
vs a nonoptimized
fluoride toothpaste^{17*}

x2

Provides
dual protection[†]



Promotes uptake
of calcium from
saliva into the
enamel surface¹⁸⁻²⁰

Supports remineralization while protecting against demineralization

Pronamel has a specially designed, optimized formula with a neutral pH and low abrasivity that maintains higher lasting levels of fluoride in saliva^{19,20‡} and excludes ingredients known to inhibit fluoride uptake, such as phosphates, polyvalent metal ions, and sodium lauryl sulfate.²¹⁻²²

NEW Pronamel Active Shield

- 2x stronger resistance against dietary acids from Day 1 vs Pronamel daily protection[§]
- 24-hour cavity prevention^{||}
- Designed to help with patient compliance



PROTECT
the **PROTECTORS**

*Based on an in vitro study in which fluoride uptake was measured at 10 µm depth (vs Colgate Enamel Health. Sourced and tested in 2014).

†Strengthens enamel and protects against acid attack.





‡Compared with a tested, nonoptimized fluoride toothpaste (Colgate Enamel Health Sensitivity Relief [US sourced 2015]).

§Vs your mouth's natural defenses.

||With a healthy diet. Brush twice daily to keep up protection.



Pronamel—specially developed range of products for your patients' needs.

	For patients who want	Active ingredients	Formulation benefits	Variants
Active Shield 	To actively reinforce enamel and build acid resistance	1150 ppm Sodium Fluoride 5% Potassium Nitrate	Helps keep teeth strong and healthy for life* Helps shield enamel against erosion and cavities Enhanced foaming action with extra fresh mint leaves the whole mouth feeling clean and fresh† Contains no Sodium Lauryl Sulfate (SLS)	Fresh Mint Whitening
Essential Care 	To help protect teeth from the effects of everyday acids while keeping the mouth feeling fresh and clean†		Fights against the effects of dietary acids and sugar acid Strengthens and rehardens enamel Cavity protection* Cleans effectively and freshens breath* Contains no Sodium Lauryl Sulfate (SLS)	Fresh Breath Multi-Action Daily Protection
Gentle Whitening 	To protect against the effects of acid erosion and to help remove stains‡		Protects enamel against the effects of everyday acids Restores natural whiteness* Cavity protection* Protects precious enamel Contains no Sodium Lauryl Sulfate (SLS)	Whitening
Intensive Enamel Repair 	A deep repair for acid-weakened enamel		Actively repairs acid-weakened enamel ¹ Locks in vital minerals ²³ Contains no Sodium Lauryl Sulfate (SLS)	Extra Fresh Clean Mint Whitening

*With twice-daily brushing.

†vs Pronamel Daily Protection.

‡With twice-daily brushing when used as directed.

Recommend Pronamel to help safeguard the future of your patients' enamel



Learn more about the science behind Pronamel

Scan the code or visit www.haleonhealthpartner.com

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