

# Manage Sensitivity with the #1 Dentist Recommended brand for Sensitivity

Sensodyne offers a range of products to provide relief for sensitivity\* with the additional benefits people want in a toothpaste



Consumer  
Healthcare



	Fast Relief*	Repair & Protect	Sensitivity & Gum Health	Multi-benefits	Stain Removal	Essential Care
Patient types	For patients recently diagnosed with dentin hypersensitivity who will benefit from fast relief	For patients who you feel would benefit from the repair of sensitive areas	For patients who have tooth sensitivity but also suffer from early gum disease	For patients who feel sensitivity toothpastes do not meet their other oral health needs	For patients who want sensitivity relief and a whiter smile	For patients who want sensitivity relief in a daily toothpaste
Ingredients and formulation benefits	<ul style="list-style-type: none"> <li>Stannous fluoride formulation, engineered for speed</li> <li>Pentasodium triphosphate (STP) for extrinsic stain removal and stain prevention</li> <li>Cocamidopropyl betaine (foaming agent)</li> <li>Cavity protection</li> </ul>	<ul style="list-style-type: none"> <li>Stannous fluoride forms protective barrier over and within the dentin tubules for protection against acid challenges</li> <li>Pentasodium triphosphate (STP) for extrinsic stain removal and stain prevention</li> <li>Cocamidopropyl betaine (foaming agent)</li> <li>Cavity protection</li> <li>Sodium Lauryl Sulfate (SLS)</li> </ul>	<ul style="list-style-type: none"> <li>Stannous fluoride</li> <li>Pentasodium triphosphate (STP) for extrinsic stain removal and stain prevention</li> <li>Cocamidopropyl betaine (foaming agent)</li> </ul> <p>Formulated to provide:</p> <ul style="list-style-type: none"> <li>Targets and removes plaque bacteria to improve gum health.</li> <li>Cavity protection</li> <li>Sodium Lauryl Sulfate (SLS)</li> </ul>	<ul style="list-style-type: none"> <li>Stannous fluoride</li> <li>Pentasodium triphosphate (STP) for extrinsic stain removal and stain prevention</li> <li>Cocamidopropyl betaine (foaming agent)</li> </ul> <p>Formulated to provide:</p> <ul style="list-style-type: none"> <li>All in one protection that helps to whiten teeth and provide comprehensive care</li> <li>Cavity protection</li> <li>Sodium Lauryl Sulfate (SLS)</li> </ul>	<ul style="list-style-type: none"> <li>Potassium nitrate</li> <li>Sodium fluoride</li> <li>Pentasodium triphosphate (STP) for extrinsic stain removal and stain prevention</li> <li>Cocamidopropyl betaine (foaming agent)</li> <li>Low abrasion formulation<sup>2,3</sup></li> <li>Cavity protection</li> <li>Sodium Lauryl Sulfate (SLS) FREE</li> </ul>	<ul style="list-style-type: none"> <li>Potassium nitrate</li> <li>Sodium fluoride</li> <li>Cocamidopropyl betaine (foaming agent)</li> <li>Cavity protection</li> </ul>
*In 3 days with twice-daily brushing.						

# Sensodyne – a choice of clinically proven ingredients to address sensitivity needs



Nerve Depolarization		Tubule Occlusion			
<p>SENSODYNE with 5% POTASSIUM NITRATE works by depolarizing the nerve, preventing a reaction to stimuli</p> 		<p>SENSODYNE with STANNOUS FLUORIDE formulations builds a robust layer over the exposed dentin and within the tubules<sup>4,5</sup> to provide daily sensitivity protection<sup>†</sup></p> <p><sup>†</sup>Forms a protective layer over the sensitive areas of the teeth. Brush twice a day for lasting sensitivity protection.</p> 			
					
Stain Removal	Essential Care	Sensitivity & Gum Health	Fast Relief*	Repair & Protect	Multi-benefits
<ul style="list-style-type: none"><li>• Potassium nitrate 5%</li><li>• Sodium fluoride</li><li>• Pentasodium triphosphate (STP)</li><li>• Cocamidopropyl betaine (foaming agent)</li><li>• Sodium Lauryl Sulfate (SLS) FREE</li></ul>	<ul style="list-style-type: none"><li>• Potassium nitrate 5%</li><li>• Sodium fluoride</li><li>• Cocamidopropyl betaine (foaming agent)</li><li>• Sodium Lauryl Sulfate (SLS) FREE</li></ul>	<ul style="list-style-type: none"><li>• Stannous fluoride 0.454%</li><li>• Pentasodium triphosphate (STP)</li><li>• Cocamidopropyl betaine (foaming agent)</li><li>• Sodium Lauryl Sulfate (SLS)</li></ul>	<ul style="list-style-type: none"><li>• Stannous fluoride 0.454%</li><li>• Pentasodium triphosphate (STP)</li><li>• Cocamidopropyl betaine (foaming agent)</li><li>• Sodium Lauryl Sulfate (SLS)</li></ul>	<ul style="list-style-type: none"><li>• Stannous fluoride 0.454%</li><li>• Pentasodium triphosphate (STP)</li><li>• Cocamidopropyl betaine (foaming agent)</li><li>• Sodium Lauryl Sulfate (SLS)</li></ul>	<ul style="list-style-type: none"><li>• Stannous fluoride 0.454%</li><li>• Pentasodium triphosphate (STP)</li><li>• Cocamidopropyl betaine (foaming agent)</li><li>• Sodium Lauryl Sulfate (SLS)</li></ul>
<ul style="list-style-type: none"><li>• Mint</li><li>• Extra Fresh</li></ul>	<ul style="list-style-type: none"><li>• Fresh Impact</li><li>• Fresh Mint</li><li>• Full Protection</li><li>• Tartar Control</li><li>• Extra Whitening</li></ul>	<ul style="list-style-type: none"><li>• Whitening</li><li>• Mint</li></ul>	<ul style="list-style-type: none"><li>• Extra Fresh</li><li>• Clean Mint</li><li>• Whitening</li></ul>	<ul style="list-style-type: none"><li>• Original</li><li>• Whitening</li><li>• Extra Fresh</li></ul>	<ul style="list-style-type: none"><li>• Original</li><li>• Extra Fresh</li></ul>

\*Significant pain relief in 3 days with twice daily brushing.

References: 1. Accepted for presentation at IADR 2017, Abstract no: 2631820. 2. GSK Data on File, Z2860435. 3. GSK Data on File, Z2860473.

4. Earl JS, Langford RM. Am J Dent. 2013;26(special issue A):19A-24A. 5. Burnett GR. Am J Dent. 2013;26(special issue A):15A-18A.

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