



# IS WHAT YOU EAT EATING YOUR ENAMEL?

YOUR GUIDE TO TOOTH ENAMEL LOSS  
AND PROTECTING YOUR TEETH



## Everyday things that can EAT AWAY AT YOUR ENAMEL

Tooth enamel is the hard, white surface coating your teeth. Enamel plays an important protective role and if this wears away, it can lead to permanent damage.

Here's a list of some everyday things we consume that could lead to enamel loss:



Fruit juices  
and smoothies



Fruit



Soda

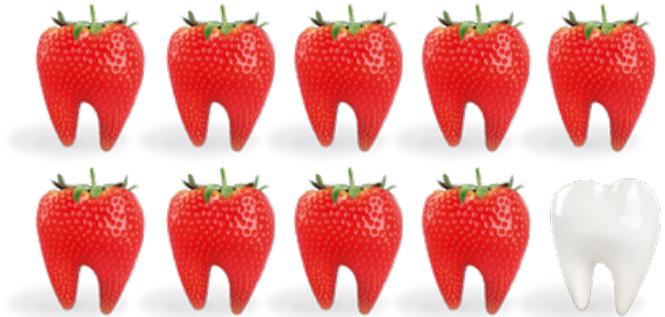


Sports drinks



Alcoholic drinks

# 9/10 ADULTS ARE AT RISK OF ENAMEL LOSS DUE TO ACIDIC FOODS<sup>1</sup>



## Even healthy foods CAN HARM ENAMEL

Everyday food and drinks can lead to enamel loss. Some of our healthy-lifestyle choices like fruit juices and smoothies can be high in acid.<sup>1</sup> These then temporarily soften the enamel, leaving it weaker and easier to wear away. If not strengthened, enamel loss over time can lead to yellowing, tooth sensitivity, changes in shape and translucent tooth edges.

1.GSK Data on File. IPSOS 2014 Survey of 3,506 US adults at risk of acid erosion.

## Effects of ENAMEL LOSS

Noticing the signs of enamel loss may be difficult. You might notice some subtle changes in how your teeth look and feel, these may include:

- CHANGES IN TOOTH SHAPE AND TEXTURE
- TOOTH SENSITIVITY
- YELLOW & DULL APPEARANCE OF TEETH
- TRANSLUCENT TOOTH EDGES

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**If you think you are at risk of enamel loss, talk to your dentist or hygienist today.**

# 5 SIMPLE STEPS TO PROTECT YOUR TEETH

The good news is that you can help prevent further enamel loss by taking a few steps. This is what we advise:



If you're eating something acidic, have a less-acidic food or drink with it such as cheese, milk or a banana.



Use a paper or reusable straw when drinking acidic drinks and don't swill them around or hold them in your mouth.



Brush twice daily, but not immediately after eating or drinking anything acidic.



Visit your dentist regularly.



Use Pronamel as your daily toothpaste.



## HELP PREVENT ENAMEL LOSS.

Pronamel is a specialist daily toothpaste that helps strengthen your acid-weakened enamel and relieve tooth sensitivity.

Learn more about our range and how it can help.  
Visit [www.pronamel.com](http://www.pronamel.com)

