

# Choosing the right toothbrush for your oral care needs



**A guide to the range of specialized toothbrushes designed by experts**

## The importance of effective daily toothbrushing

Twice daily toothbrushing is the key factor in maintaining gum health and preventing tooth decay.

## How to brush effectively

The American Dental Association recommends twice daily brushing for 2 minutes with a fluoride toothpaste:

- Place your toothbrush against the gum line at a 45-degree angle to help remove plaque from above and below the gum line.
- Use short strokes to move the toothbrush gently back and forth brushing the outer, inner and chewing surfaces of the teeth.
- Tilt the brush vertically and make up and down strokes to clean the inside surfaces of the front teeth.

## Choose the right toothbrush for your oral health needs

In the same way that your dentist may recommend a specialist toothpaste, you may find there are toothbrush features which are suited to your oral health needs.

- If you have **sensitive teeth** you may choose a toothbrush providing sensitive care containing bristles gentle to teeth.
- If you suffer from signs of **enamel wear** you may choose a toothbrush to help protect against over brushing areas of softened enamel due to dietary acids.
- If you have **bleeding gums** you may choose a soft toothbrush which cleans along the gumline and is gentle on enamel.



The Sensodyne Sensitive Care toothbrush offers a **better clean with less pressure**

- 2.5x better pressure control\*
- Soft bristles



The Pronamel Enamel Protection toothbrush **protects enamel against overbrushing**

- Cleans with less pressure\*
- More flex – protects against overbrushing



parodontax Complete Protection toothbrush **designed to prevent gum problems\*\***

- Removal of plaque along the gumline
- Cleans along the gum line

\*In laboratory test compared to a standard flat trim toothbrush without a ball joint

\*\*When used with a stannous fluoride toothpaste

# The range of specialized toothbrushes from GSK

- Optimized features for different oral care needs
- Sold in packs of 2 to make it easier to change your toothbrush regularly
- 100% plastic free packaging



For  
sensitive  
teeth



For  
enamel  
protection



For gum  
health

**Ask your dentist or hygienist which toothbrush is right for you**