



Help your patients get whiter teeth and sensitivity protection in one toothpaste<sup>1,2</sup>

NEW

**SENSODYNE**  
**CLINICAL**  
**WHITE**

Clinically Proven  
 WHITENING  
 TECHNOLOGY

**2 SHADES**  
**WHITER TEETH\***  
**Enamel safe**

**+24/7 SENSITIVITY**  
**PROTECTION\*\***



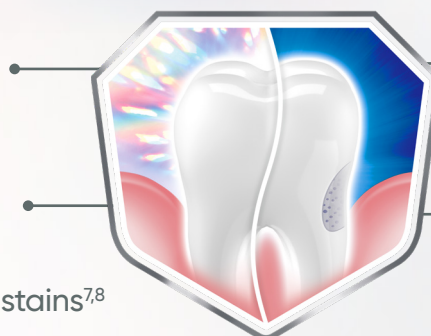
\*As shown in an 8-week study. \*\*With twice-daily brushing.

**Alumina**

lifts & removes surface stains;  
 gentle on enamel<sup>3-6</sup>

**STP**

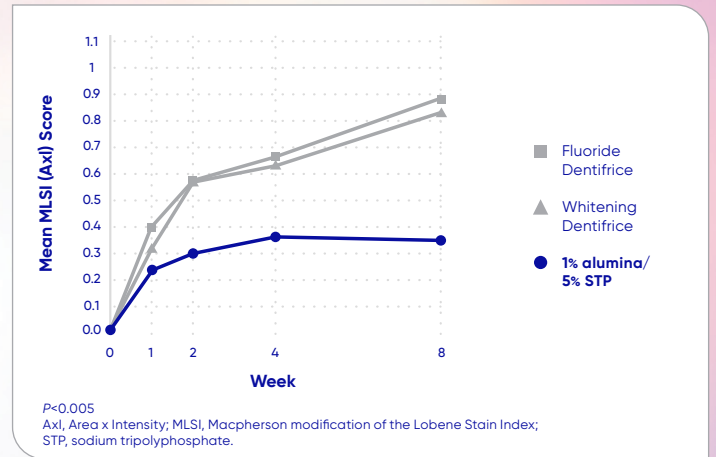
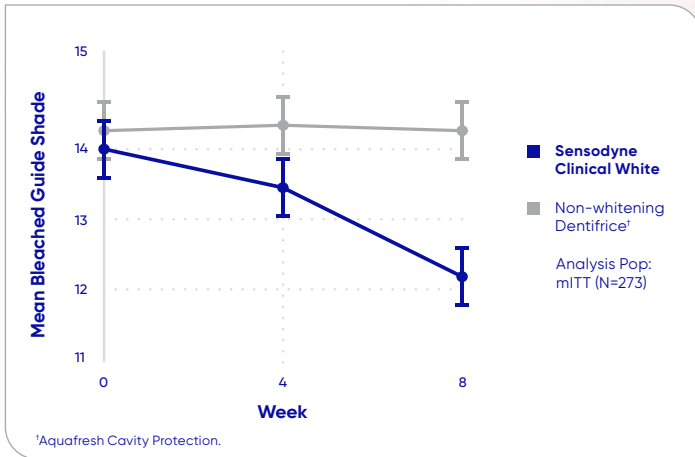
works to repel stains from tooth  
 surface and helps prevent new stains<sup>7,8</sup>



**High cleaning silica**  
 removes surface stains<sup>8</sup>

**5% potassium nitrate**  
 for clinically proven  
 sensitivity relief\*\*

STP = sodium tripolyphosphate.  
 Sensodyne Clinical White is gentle on teeth. It does not contain hydrogen peroxide that may trigger sensitivity.



## Sensodyne Clinical White is proven to whiten teeth by 2 shades\*<sup>4</sup>

- Statistically significant improvement in tooth color after 4 and 8 weeks\*\*<sup>4</sup>
- Proven to remove extrinsic stains, even in hard-to-reach areas<sup>3-5</sup>

## Statistically significant stain protection over time<sup>†</sup>

- Clinically proven to prevent surface stains such as those caused by coffee, tea, and tobacco



Visit  
[HaleonHealthPartner.com](https://HaleonHealthPartner.com)  
to learn more



\*As shown in an 8-week study. \*\*With twice-daily brushing.

<sup>†</sup>Following a visual stain assessment of the tooth surface to measure extrinsic stain score via MLSI.

1. Haleon Data on File; Ipsos report OH Foundational Research in USA/Spain/Japan; 1420 adults; 2021.
2. Haleon Data on File; Ipsos report "Sensodyne. US Whitening Fast Facts"; 2021.
3. Young S, Parkinson C, Hall C, et al. *J Clin Dent.* 2015;26(4):96-103.
4. Haleon Data on File, study 300024; 2023.
5. Haleon Data on File, study T6030865; 2012.
6. Lippert F. An introduction to toothpaste—its purpose, history and ingredients. *Monogr Oral Sci.* 2013;23:1-14.
7. Milleman KR, Milleman JL, Young S, Parkinson C. *J Clin Dent.* 2017;28(2):1-8.
8. Haleon Data on File, Study T6030883; 2011.