SENSODYNE

Recommend
Sensodyne because

LIFE'S TOO SHORT FOR SENSITIVITY

- **Dentin hypersensitivity is a common, painful condition[1]**
  - A short, sharp tooth pain associated with certain stimuli (eg, hot, cold, and sweet fluids and drinks)
- **At least 41% of patients suffer from dentin hypersensitivity[2]**
  - A strong association with gingival issues, which may be a causative factor
  - As many as two-thirds of patients with dentin hypersensitivity may have gingival issues*
- **The hydrodynamic theory is a widely accepted cause[1,3]**
  - Tubules in dentin are exposed to gingival recession or enamel wear
  - Stimuli induce fluid movement within the exposed tubules
  - The contact triggers nerves in the tooth pulp, inducing the pain

A simple strategy to diagnose dentin hypersensitivity

Ask about what causes the pain:

- Are there certain triggers, such as hot or cold foods?
- Do they avoid eating on certain sides of their mouth because of the pain?

Ask all patients if they've had problems with sensitive teeth since their last dentist visit

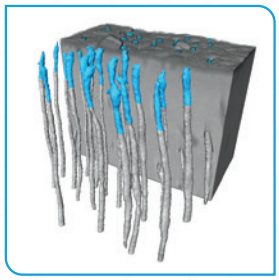
*IPSOS Survey 2019.

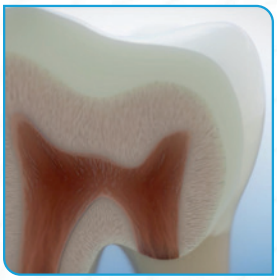
SENSODYNE

The #1 dentist-recommended brand for sensitive teeth[4]

Sensodyne toothpastes: specially formulated to relieve dentin hypersensitivity*

Stannous fluoride occludes dentin tubules, blocks painful stimuli[5,6]





Potassium nitrate protects and depolarizes the nerve[7]

Recommend these Sensodyne formulations

Sensitivity & Gum

A stannous fluoride formulation for patients who have tooth sensitivity but also suffer from early gum disease*

Fresh Mint

A potassium nitrate formulation for patients with dentin hypersensitivity who need a daily toothpaste*

See the science at haleonhealthpartner.com

*With twice-daily brushing.

References: 1. Addy M. Dentine hypersensitivity: new perspectives on an old problem. *Int Dent J.* 2002;52(5)(suppl 1):367-375. **2.** GSK data on file, Oral Care Categories Omnibus, 2015. **3.** Dababneh RH, Khouri AT, Addy M. Dentine hypersensitivity–an enigma? A review of terminology, mechanisms, aetiology and management. *Br Dent J.* 1999;187(11):606-611. **4.** GSK data on file, IQVIA, Sensodyne, August 2020. **5.** Earl JS, Langford RM. Physical and chemical characterization of the surface layers formed on dentin following treatment with an experimental anhydrous stannous fluoride dentifrice. *Am J Dent.* 2013;26(Spec No A):19A-24A. **6.** GSK data on file, G7322/014, 2020. **7.** Orchardson R, Gillam DG. Managing dentin hypersensitivity. *J Am Dent Assoc.* 2006;137(7):990-998.

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