

My teeth are sometimes sensitive. Is this common?

Yes. Many adults experience occasional sensitivity to cold, sweet or hot food and beverages. The pain can be short, sharp and unexpected. The main cause of these pain sensations is exposed necks of teeth, which are more vulnerable to temperature changes. In addition, excessive acidic food and fizzy drinks can erode the tooth surface and cause dentine hypersensitivity.

Regardless of the triggers and frequency of your pain, let your dentist or hygienist know. In the first instance, they will ensure no other factors are contributing to the sensitivity and they can recommend the appropriate treatment.



Gum recession exposes the roots of teeth and these are less insulated against cold food and beverages.

Does Colgate® Sensitive Pro-Relief™ fight cavities and can I use it as an everyday toothpaste?

Colgate® Sensitive Pro-Relief™ Toothpaste was developed for the daily oral care of sensitive teeth. In addition to providing lasting sensitivity relief with twice daily brushing it contains fluoride for effective cavity protection.

What makes Colgate® Sensitive Pro-Relief™ Toothpaste and Toothbrush so special?

Colgate® Sensitive Pro-Relief™ Toothpaste is the first toothpaste to be clinically proven to provide instant* and lasting relief from dentine hypersensitivity.

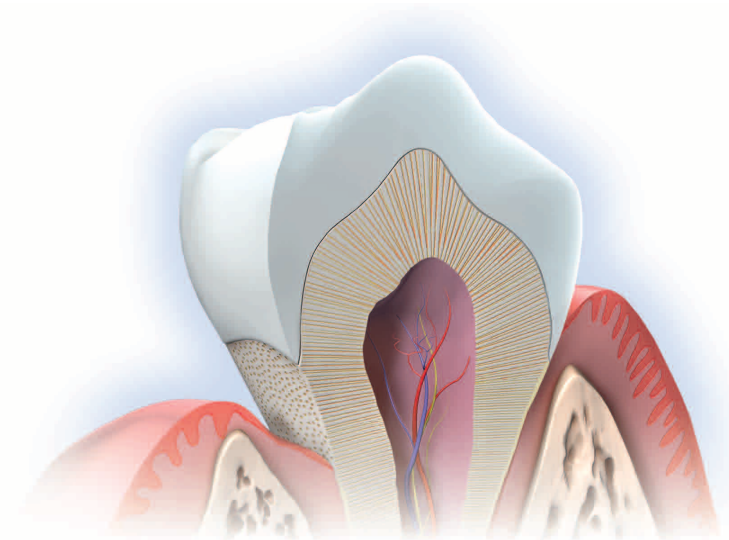
Colgate® 360° Sensitive Pro-Relief™ Toothbrush with ultra soft bristles for gentle and effective cleaning is specifically designed for sensitive teeth.

Colgate® Sensitive Pro-Relief™ – instant* and lasting sensitivity relief



Further information on these products is available from:
Colgate-Palmolive (UK) Ltd; Guildford, Surrey, GU2 8JZ

Patient Information Sensitive Teeth



What you should know and what you can do

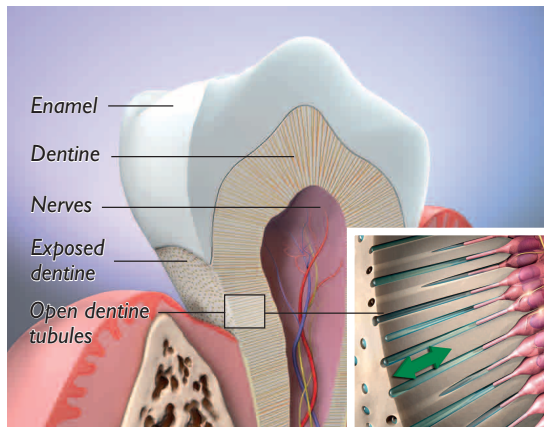
Colgate

YOUR PARTNER IN ORAL HEALTH

* When directly applied with finger tip to the sensitive tooth and gently massaged for one minute

What's a tooth?

Teeth consist of the visible crown and the invisible root, which are formed by three distinctive structures, called enamel, dentine and pulp.



Enamel covers the crown and is the hardest tissue in the body. **Dentine** constitutes the major part of the tooth and gives teeth their colour. **Pulp** is rich in nerves and blood vessels.

What is dentine hypersensitivity?

Many adults suffer from sensitive teeth or dentine hypersensitivity. This condition is most common when the root surfaces of teeth are exposed due to gum recession. The main core of the tooth consists of dentine with many tubules running from the outer edge of the tooth dentine to its inner centre, which contains the tooth nerve.

These microscopic dentine tubules contain fluid which moves when exposed to cold, heat, touch or high sugar concentrations in the mouth. This stimulates the nerve and causes pain and discomfort.

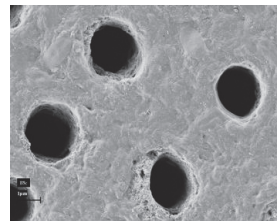
How does a toothpaste help?

Open dentine tubules are the pathway to sensitive teeth. Toothpastes can help in two different ways to get relief from sensitive teeth. These are either by numbing the tooth nerves or by blocking the open dentine tubules.

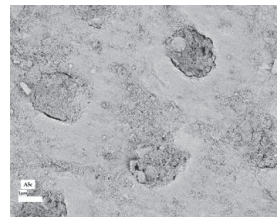
Desensitising toothpastes with potassium salts represent the most commonly used sensitivity toothpastes currently marketed. By brushing the teeth the potassium ions diffuse into the open dentine tubules and start numbing the nerves.

Other desensitising toothpastes achieve sensitivity relief by plugging the open dentine tubules and blocking the cause of pain sensations.

Colgate® Sensitive Pro-Relief™ with its new, breakthrough Pro-Argin™ Technology provides sensitivity relief based on a natural process of tubule occlusion. It builds a lasting protective barrier that acts like a seal against sensitivity.



Open tubules before treatment*

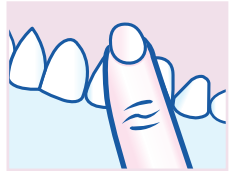


After treatment with **Colgate® Sensitive Pro-Relief™** the dentine tubules are plugged and the cause of pain is blocked*

How long does it take to get relief?

Common sensitivity toothpastes, which are numbing the nerves with potassium salts, result in a noticeable difference after 4–8 weeks of daily use. In contrast **Colgate® Sensitive Pro-Relief™ Toothpaste**, which is blocking open dentine tubules, not only provides lasting sensitivity relief with regular brushing, but it also provides instant relief.

For instant relief, the toothpaste must be applied directly to the sensitive tooth with a finger tip and gently massaged for one minute.



Is it recommended to use a particular toothbrush?

Tooth sensitivity can be caused by tooth surface abrasion and recession of the gums. A hard bristled toothbrush can worsen both, so many dentist recommend the use of a soft bristled toothbrush.

Colgate® 360° Sensitive Pro-Relief™ Toothbrush

is specifically designed for people with hypersensitive teeth to reduce abrasion without compromising effective plaque removal.

