Colgate® Sensitive Pro-Relief™ Desensitising Polishing Paste – with Pro-Argin™ Technology
Tooth sensitivity affects many patients
- Up to 57% of adults experience tooth sensitivity at some point\(^1\)
- Patients between the ages of 20 and 50 are most affected\(^1\)

Exposed dentin is the main cause of sensitivity
- Gingival recession is the primary way dentin is exposed in the cervical region of the tooth
- External stimuli such as cold, heat, acid or pressure cause fluid movements in the tubules, which are transmitted as pain or discomfort\(^2,3\)

Tooth sensitivity during dental treatment is a widespread problem
- Data from Spain and the UK reveal that about 20% of the patients in a dental office suffer from sensitivity during or after professional cleaning\(^4\)

Patients with sensitive teeth are more difficult to treat
- Patients discomfort during dental procedures creates a stressful environment
- Dentists and hygienists may have to work more slowly, and may not be able to complete everything in one visit
- In severe cases, dentists may be required to use local anaesthetics
- Hypersensitivity may lead patients to avoid dental visits, negatively impacting their overall oral health

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4 Market research data on file; Colgate-Palmolive, June 2008.
Dentin Hypersensitivity and desensitising treatments

How do established desensitising products work?

1. Ordinary sensitive toothpastes with potassium salts for daily oral care work by numbing the pain. However, this takes time, and pain triggers can still reach the nerves via the open tubules.

2. By comparison, current professional desensitising products work by occluding tubules and may result in fast, effective and lasting relief. Often these products use, however, chemicals like glutaraldehyde and acrylates and/or tooth etching procedures.

Dental professionals need a pleasant and easy to apply solution for their sensitive patients that is fast, effective and lasting!
Introducing a new technology for sensitivity treatment

Pro-Argin™ Technology: a unique solution for safe and highly effective sensitivity treatment

Arginine is an amino acid naturally found in saliva

- The key components of Pro-Argin™ Technology are arginine and calcium. Research shows that this amino acid is a natural component of saliva, which provides protective oral health benefits. Colgate has harnessed this knowledge by adding its exclusive Pro-Argin™ Technology to oral care products.

Pro-Argin™ Technology is different

- Pro-Argin™ with arginine is different from other desensitising technologies and it gives immediate and lasting relief based on a natural process of tubule occlusion.

Before treatment with Pro-Argin™ the dentin tubules are open and exposure to heat, cold, air and pressure can cause pain.

After treatment with Pro-Argin™ the dentin tubules are occluded and the cause of pain is removed.

* in vitro


Colgate
YOUR PARTNER IN ORAL HEALTH
Pro-Argin™ Technology occludes dentin tubules to remove the cause of pain

Arginine enters and helps to plug tubules*

Latest research suggests the positively charged arginine molecules bind to the negatively charged surface of dentin

They help attract calcium to form a calcium-rich mineral layer on the dentin surface, which occludes tubules

The occlusion protects dentin fluid from exposure to external stimuli, thus stopping fluid movement in the tubules

This blocking of the fluid movement removes the cause of pain and discomfort

The layer resists acid attacks, such as those provoked by certain beverages and juices

Pro-Argin™ provides immediate sensitivity relief which lasts 4 weeks

Tubules are sealed with a calcium-rich mineral layer*

Effective and safe sensitivity relief based on a natural process of tubule occlusion

* Illustrations are based on SEM photographs
Introducing Colgate® Sensitive Pro-Relief™ for your sensitivity patients

Desensitising Polishing Paste with Pro-Argin™ Technology for in-office sensitivity treatment:

- Just one application provides immediate and lasting relief
- Sensitivity treatment and gentle polishing in one fast and easy application
- Application with a prophy cup removes light stain\(^1\) and facilitates the occlusion process

Indications

For all patients with dentin hypersensitivity before, during or at the end of in-office dental procedures, such as cleaning or scaling.

Colgate Sensitive Pro-Relief™ Desensitising Polishing Paste for immediate and lasting sensitivity relief

\(^1\) Data on file; Colgate-Palmolive, 2008.
**Scientific evidence**

**Clinically proven to deliver immediate and lasting sensitivity relief after a single application**

![Graphs showing % improvement from baseline for tactile and air-induced sensitivity](image)

**Clinical results:**
Colgate Sensitive Pro-Relief™ Desensitising Polishing Paste delivers immediate and lasting relief from dentin hypersensitivity: In a double-blind randomized trial, 68 subjects with at least 2 sensitive teeth received a professional cleaning. The desensitising effect of Sensitive Pro-Relief™ was tested against a negative control. The dentin hypersensitivity reduction following a single application was measured immediately after scaling and again after a time period of 4 weeks.

**Fast and easy to use**

Applying Colgate Sensitive Pro-Relief™ with Pro-Argin™ Technology is very similar to using an ordinary prophy paste.

1. Fill a rotary cup with paste
2. At low to moderate speed polish whole dentition. On sensitive areas apply product for 3 seconds and then repeat.

**Technical product information**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>50 ml tube</td>
</tr>
<tr>
<td><strong>Pro-Argin™ Technology</strong></td>
<td>Special combination of arginine and insoluble calcium compound</td>
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<tr>
<td><strong>Polishing system</strong></td>
<td>Silica and calcium carbonate</td>
</tr>
<tr>
<td><strong>Ingredients</strong></td>
<td>Hydrated silica, calcium carbonate, glycerin, arginine, water, bicarbonate, flavor, cellulose gum, sodium saccharin, FD&amp;C blue no. 1 (CI 42090)</td>
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<tr>
<td><strong>Flavor</strong></td>
<td>Mint</td>
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<tr>
<td><strong>Storage requirements</strong></td>
<td>Store at room temperature. Keep out of direct sunlight.</td>
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1 Data on file; Colgate-Palmolive, 2008.

www.colgateprofessional.com
Colgate® Sensitive Pro-Relief™
Desensitising Polishing Paste

With Pro-Argin™ Technology:

- Immediate sensitivity relief from one application
- Lasting removal of the cause of pain and discomfort
- Sensitivity treatment and gentle polishing in one step
- Easy and fast application
- Unique technology based on a natural process of tubule occlusion

Colgate Sensitive Pro-Relief™ for more pleasant dental procedures for you and your sensitivity patients