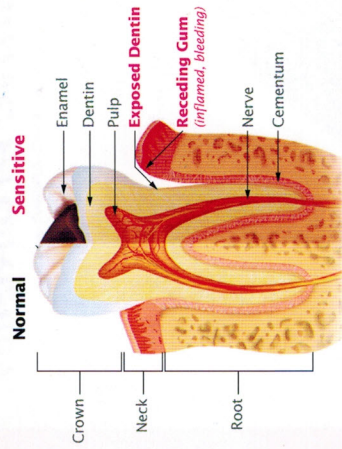


What is tooth sensitivity?

Tooth sensitivity is tooth pain due to wearing away of the tooth's surface or recession of the gums.

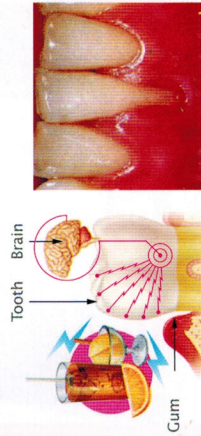


Is tooth sensitivity common?

Tooth sensitivity is very common and it has been estimated that approximately half the population experiences tooth sensitivity. Tooth sensitivity can come and go over time.

What causes sensitivity of teeth?

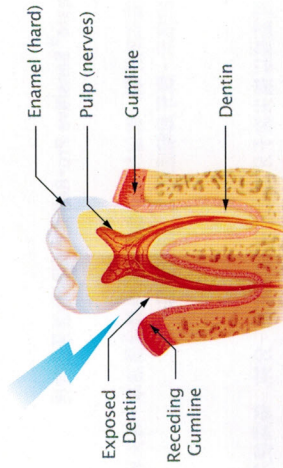
- Wrong/aggressive brushing
- Receding gums
- Tooth decay
- Dental erosion
- Broken tooth
- Teeth grinding
- Frequent consumption of acidic foods and drinks



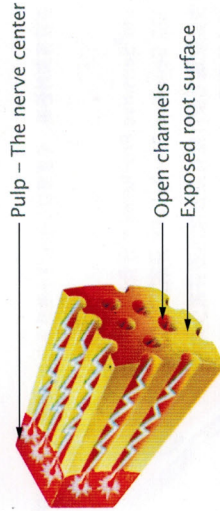
¹ Adley M. Dentin Hypersensitivity Int Dent J 2002; 52 (Suppl 5): 3367-3375

How is it caused?

Sensitive teeth result from exposed dentin in the mouth. Dentin is the tissue that makes up the inner layer of the tooth. Above the gumline, dentin is covered by a protective coating of enamel. Dentin is made up of thousands of microscopic channels/tubules, which contain fluid. These tubules lead to the nerves deep inside the tooth.



When tooth enamel is lost or when gums recede, dentin eventually becomes exposed and receptive to sensations, which cause painful nerve responses. When hot, cold or sweet/sour foods and liquids contact the root surfaces they may stimulate the nerves, causing pain.



_____ Pulp – The nerve center

_____ Open channels
_____ Exposed root surface

Colgate introduces Colgate® Sensitive Pro-Relief™ with its unique Pro-Argin™ technology formula

Instead of slowly numbing sensitivity over time, it begins to work the moment it is directly applied on the tooth.

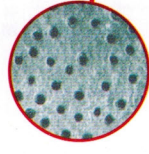
The open tubules in the tooth that leave nerves vulnerable to hot and cold sensations are plugged by the Pro-Argin™ technology upon direct application to the sensitive area to provide instant relief.

Studies prove that the relief is long lasting when you brush with Colgate® Sensitive Pro-Relief™ every day.

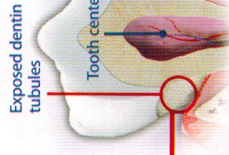


How does Colgate® Sensitive Pro-Relief™ work?

Open tubules are the pathway to tooth sensitivity



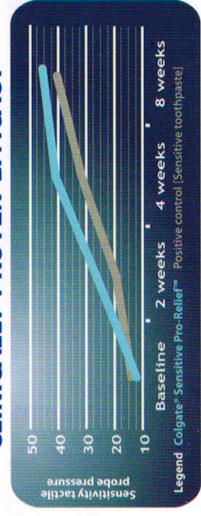
Blocked tubules protect against tooth sensitivity



In-vitro CLSM photograph of untreated dentin surface with exposed tubules

In-vitro CLSM photograph showing occlusion of dentin tubules with Colgate® Sensitive Pro-Relief™

CLINICALLY PROVEN EFFICACY



Use Colgate® Sensitive Pro-Relief™ for instant and lasting sensitivity relief

Directions for use

Apply to a gentle toothbrush, making sure to brush all sensitive areas of the teeth. Brush twice a day or as directed by a dentist. Rinse after brushing. Do not swallow.

Direct application

This product can also be directly applied to the sensitive tooth with a finger tip and gently massaged for one minute once a week or less frequently for instant relief.



For instant relief, massage a small quantity of Colgate® Sensitive Pro-Relief™ toothpaste directly on the sensitive tooth for one minute.