



Caring for your sensitive teeth

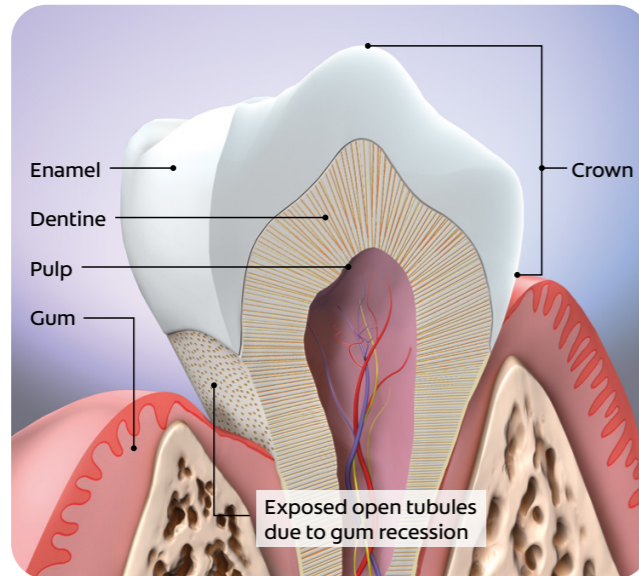


What causes sensitive teeth and how you can manage it

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What is in a tooth?

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



What is sensitivity?

- Sensitive teeth are a common condition, also known as dentine hypersensitivity. It occurs when root surfaces are exposed due to gum recession and the underlying dentine is left unprotected
- Dentine contains many microscopic tubules running from the outer surface to the inner root canal, where the nerve fibres are located
- The tubules contain fluid. When exposed to stimuli such as cold, heat or touch the fluid moves. These movements trigger the nerves resulting in pain and discomfort

What causes sensitive teeth?

- There are a number of factors that can cause sensitive teeth, such as:

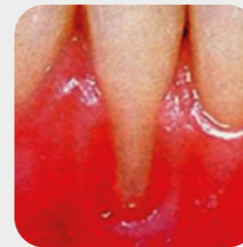
Gum recession

leads to exposed root surfaces with open dentine tubules



Gum trauma

affecting a single tooth leaving the root surface exposed with open dentine tubules



Gum disease

can lead to gum recession and exposed dentine (affecting many teeth)



Tooth wear

caused by hard toothbrushing and/or consuming acidic foods and drinks leaves the tooth surface exposed



Ask your dental professional if there are any other factors causing your teeth to feel sensitive

Tips to help manage sensitive teeth

Oral Care Regime

- Sensitivity can be caused by aggressive toothbrushing. Brush your teeth 2 times a day with a soft toothbrush and Colgate SENSITIVE PRO-Relief toothpaste with Pro-Argin™ Technology
- Use a mouth rinse specialised for sensitivity such as Colgate SENSITIVE PRO-Relief Mouthwash. Avoid washing the fluoride in your toothpaste away by using at a different time to brushing

Dietary

- Try to reduce your intake of acidic foods and fizzy drinks that can erode the tooth surface and cause sensitive teeth
- Wait for at least 30 minutes after eating or drinking acidic foods or drinks before toothbrushing



Please ask your dental professional for any additional advice they can share, tailored to your needs

Try Colgate® SENSITIVE PRO-Relief™ toothpastes

Colgate SENSITIVE PRO-Relief provides optimal care for sensitivity sufferers.

- **Instant relief** - can be applied directly to the tooth to provide instant* relief from tooth sensitivity. Continued use will help prevent the pain of sensitive teeth returning
- **Maintains healthy teeth** - provides excellent everyday care including recommended fluoride levels to prevent tooth decay
- **Lasting comfort** - builds a lasting, protective barrier which acts as a seal against sensitivity
- **Great taste** - 78% of people using Colgate SENSITIVE PRO-Relief were very satisfied or extremely satisfied with the taste#
- **Protects from damage caused by acidic food and drinks** - Colgate SENSITIVE PRO-Relief instantly* seals open tubules with an acid resistant layer providing protection from acidic foods and drinks
- **For those with gum problems** - Try Colgate SENSITIVE PRO-Relief Repair & Prevent for all the benefits of Colgate SENSITIVE PRO-Relief plus:
 - Lasting gum protection
 - Helps to strengthen gums and prevent gum recession^{†,‡}, a key cause of sensitivity



* For instant relief, apply directly to the sensitive tooth with finger tip and gently massage for 1 minute.
Market Research Data on File 2015. † With twice daily brushing.
Reference: 1. Lai HY, et al. 2015.

Colgate® products to care for sensitive teeth

- **Colgate® SENSITIVE PRO-Relief™ Toothpaste**
Great tasting[#], long-lasting relief from the pain of sensitive teeth from the very first use. Also includes fluoride to protect against tooth decay
- **Colgate® SENSITIVE PRO-Relief Repair & Prevent Toothpaste**
All the benefits Colgate SENSITIVE PRO-Relief toothpaste plus lasting gum protection to help strengthen gums and prevent gum recession^{†,‡}, a key cause of sensitivity
- **Colgate® SENSITIVE PRO-Relief™ Mouthwash**
Clinically-proven relief from the pain of sensitive teeth. For best results use at a different time to toothbrushing to avoid washing the fluoride in your toothpaste away
- **Colgate® Slimsoft™ Toothbrush**
Slim bristles sweep away plaque from the narrow gaps between teeth and along the gum line for a deep and gentle clean
- **Colgate Total® Pro-Gum Health Interdental Floss**
Slides easily without shredding for effective daily interdental plaque removal



For more information, please ask your dental professional for tailored advice

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Reference: 1. Lai HY, et al. 2015.