

Your teeth and sensitivity

Enamel

Covers the tooth. It is the hardest substance in the body

Dentine

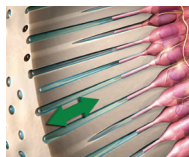
The major part of the tooth which contains tiny tubules which run from the edge of the tooth to the nerves in the centre

Pulp

Centre of the tooth which contains the nerves

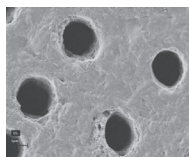
Open tubules

If the tubules become exposed, there will be exposed nerve endings which may be aggravated by sudden changes in temperature. This is why your teeth feel sensitive when you have hot or cold food/drinks



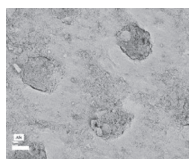
The cause of open tubules and sensitivity

Dentine tubules may become exposed due to gum recession, or through enamel erosion caused by acidic foods and/or fizzy drinks. This exposes the nerve in the centre of the tooth, likely to be triggered by hot, sweet or cold foods and drinks, such as ice cream or fruit juice



How your toothpaste can help

Colgate® Sensitive Pro-Relief™ toothpaste contains Pro-Argin™ Technology which acts instantly* to seal the open tubules and relieve sensitivity. Over time, it also builds a lasting protective barrier providing a seal against future sensitivity



The Colgate® Sensitive Pro-Relief™ range:



Toothpaste

Clinically proven to provide instant* and lasting relief from the pain of sensitive teeth, whilst also preventing tooth decay



Mouthwash

Contains exclusive Pro-Argin Mouthwash™ technology to provide clinically proven effective and lasting sensitivity relief



Toothbrush

Specifically designed with ultra-soft bristles to provide gentle and effective cleaning of sensitive teeth



Ask your dentist about effective toothbrushing to avoid overbrushing

Your guide to Sensitive Teeth

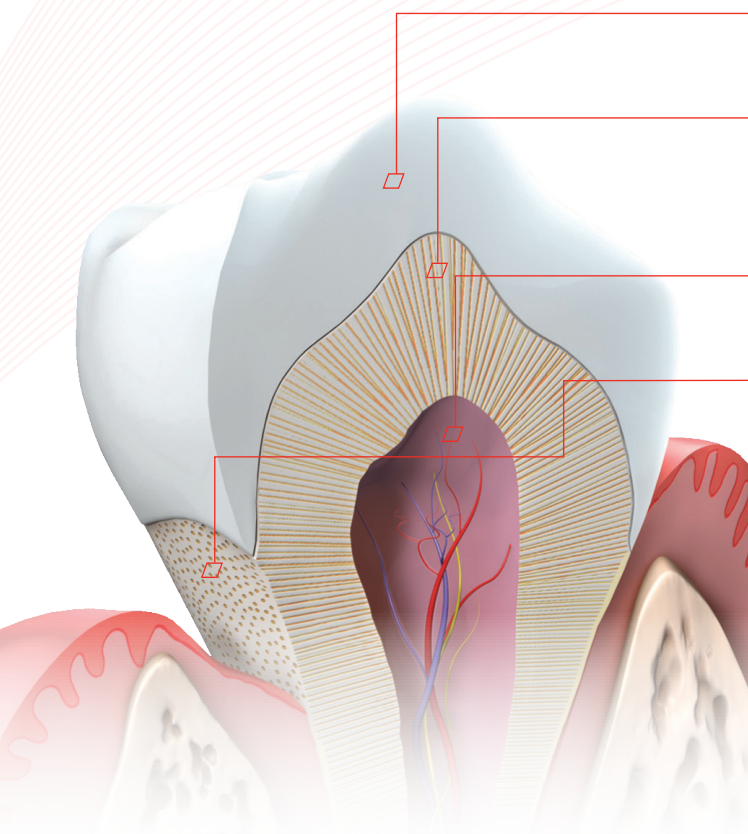


What causes sensitivity and how you can resolve it

* When toothpaste is directly applied to each sensitive tooth for one minute

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Your teeth explained



If you'd like to know more, ask your dentist or hygienist to explain more about the causes of sensitive teeth

What you should look for in a sensitivity toothpaste

OPTIMAL CARE



Instant relief

When the pain is short, sharp and immediate, look for a toothpaste that can be applied directly to the tooth to provide instant relief



Lasting comfort

If you have experienced repeated episodes of sensitivity, look for a toothpaste that will give you lasting relief and general protection against future sensitivity



Maintains healthy teeth

As well as providing instant relief, look for a toothpaste that still provides recommended fluoride levels, cleanses thoroughly and has a refreshing flavour

Things that may help to support oral health



Reduce your intake of acidic foods and fizzy drinks



Check that you are brushing your teeth effectively

Tooth sensitivity is very common, however you may want to ask your dentist to check whether there are any other factors causing your teeth to feel sensitive

Try Colgate® Sensitive Pro-Relief toothpaste™

The only oral care toothpaste currently offering:



Instant relief

Offers instant relief* from tooth sensitivity



Lasting comfort

Builds a lasting, protective barrier which acts as a seal against sensitivity



Maintenance of healthy teeth with the recommended fluoride level**

Provides excellent everyday care to leave your mouth feeling fresh and healthy



Ask your dentist to recommend a toothpaste that provides excellent daily care in addition to instant* sensitivity relief

* When toothpaste is directly applied to each sensitive tooth for one minute

**Recommended fluoride level for caries prevention in 'Delivering Better Oral Health – An evidence-based toolkit for prevention' (2nd edn, London, Dept of Health, 2009).