

COLGATE® SENSITIVE PRO-RELIEF™ HELPS FREE YOUR PATIENTS FROM THE PAIN OF SENSITIVITY

1 hour
verifiable
CPD

Colgate® Sensitive Pro-Relief™ contains unique Pro-Argin® technology to repair the sensitive areas of the tooth.

Pro-Argin® technology contains 8% arginine to enhance the natural mechanisms of tubule occlusion by depositing a dentine-like material, containing calcium and phosphate to form an acid resistant protective layer on the dentine surface. The resulting dentine plug provides deep penetration of the tubules delivering both instant^{*1,2} and long lasting relief from the pain of sensitive teeth^{2,3}, whilst maintaining recommended cavity protection.⁴

The right toothpaste can help your patients manage their dentine hypersensitivity. Supporting clinical efficacy demonstrates there is a real opportunity and need to educate your patients to use the right sensitive toothpaste:

- The long-lasting sensitivity relief of Pro-Argin® technology in Colgate® Sensitive Pro-Relief™ is clinically proven for at least 24 weeks with twice daily brushing²
- Colgate® Sensitive Pro-Relief™ has clinically proven resistance to acid challenge.⁵ The results show the arginine dentine plugs remain in the tubules following two separate cola acid challenges, each one minute in duration⁵
- Colgate® Sensitive Pro-Relief™ with Pro-Argin® technology provides superior relief from dentine hypersensitivity as compared to a NovaMin based toothpaste after two weeks⁶

The clinical support for Colgate® Sensitive Pro-Relief™ has been further enhanced by a new unique study utilising an Oral Health Impact Profile (OHIP-49).

This study demonstrated significant improvements in Quality of Life for subjects suffering from dentine hypersensitivity in the Colgate® Sensitive Pro-Relief™ group, compared to a negative control at 24 weeks ($p=0.005$).¹ This pioneering study with 273 patients is the first double-blind clinical trial to show that a toothpaste technology can make a real difference to the lives of patients suffering from dentine hypersensitivity.⁷

All clinical studies for Colgate® Sensitive Pro-Relief™ are based on Pro-Argin® technology.

Colgate®

YOUR PARTNER IN ORAL HEALTH

Look overleaf to see how your patients experienced long-lasting and Instant relief with Colgate® Sensitive Pro-Relief™



LIFE TASTES BETTER WITHOUT LIMITATIONS

Your patients experienced long-lasting and instant relief with Colgate® Sensitive Pro-Relief™

In 2016 Colgate ran a 'Patient Experience Programme' with UK dentists. Dentists recruited patients with dentine hypersensitivity who were not users of Colgate® Sensitive Pro-Relief™. The aim of this programme was to understand their patients' experience of dentine hypersensitivity and investigate the impact of using Colgate® Sensitive Pro-Relief™.

192 patients completed the programme.⁸ Each patient took part in pre-and post-programme surveys and used Colgate® Sensitive Pro-Relief™ for two weeks. Before starting the programme 79% of patients said they used a sensitive toothpaste, leaving 21% using a non-specific toothpaste.⁸ These patients also told us the number one pain trigger for tooth sensitivity was cold food and drinks.⁸

After completing the programme and using Colgate® Sensitive Pro-Relief™ for two weeks the patient feedback⁸ included:

- **83%** were happy their dentist had recommended Colgate® Sensitive Pro-Relief™
- Over **80%** noticed both long lasting and instant relief from twice daily brushing with Colgate® Sensitive Pro-Relief™
- **56%** of patients gave spontaneous comments around the product experience⁷ highlighting Colgate® Sensitive Pro-Relief™ has a thick texture, a great taste and a clean and fresh feel. All key factors to improve patient compliance

Other verbatim comments included: "My pain was mostly in one tooth and sporadic but at least twice a week. I've had no pain this fortnight. I trust Colgate but was sceptical whether the problem was really sensitivity but seems my dentist is correct." And "I like the taste and the effectiveness of the toothpaste. It really helped me with the sensitivity of my teeth."

"I like the taste and the effectiveness of the toothpaste. It really helped me with the sensitivity of my teeth"

By simply changing toothpaste to Colgate® Sensitive Pro-Relief™ your patients can experience consistent long-lasting pain relief^{2,3} from the first use^{*,1,2} whilst maintaining recommended cavity protection and great taste.⁴

Recommend Colgate® Sensitive Pro-Relief™ with confidence and make a real difference to your patients suffering from dentine hypersensitivity.



Complete the verifiable CPD programme today

1 hour verifiable CPD

Aim:

To provide an overview on how unique Pro-Argin™ technology frees patients from the pain of sensitive teeth.

Learning outcomes:

- Understand the impact on Quality of Life, in patients with dentine hypersensitivity, after using Colgate® Sensitive Pro-Relief™ toothpaste, containing Pro-Argin™ technology
- Review outcomes of a 'Patient Experience Programme' using Colgate® Sensitive Pro-Relief™ toothpaste

To complete this CPD programme and receive 1 hour verifiable CPD go to:

www.colgate-cpd.co.uk/sensitive

