

Are you one of the 1 in 3 who suffers from sensitive teeth?

Is the twinge of discomfort or sudden sharp pain in your teeth from eating or drinking something hot, cold or sweet a reminder you need to do something about your sensitive teeth?

Do you find yourself trying to manage your pain by avoiding certain foods and drinks or not brushing your teeth in sensitive areas?

Although sensitive teeth are a common problem, many people just don't have the time to do something about it.

If this sounds like you, ask your dentist or hygienist to give you advice on how Sensodyne Rapid Relief can help you manage your sensitive teeth.

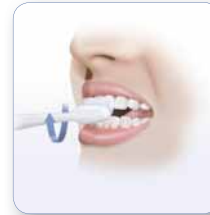


Your guide to toothbrushing

Along with regular use of Sensodyne Rapid Relief, you can also help manage sensitive teeth by carefully brushing your teeth following this dentist-recommended guide.



Place the toothbrush head at a 45-degree angle against the tooth and brush teeth gently using small, circular motions for about 20 strokes per tooth



Roll or flick the toothbrush to help move plaque away from the gum line towards the biting edge of the tooth



Repeat this for every tooth to ensure all outer tooth surfaces and gum lines are cleaned



For the front teeth, gently brush the inner surface of each tooth, then roll or flick the toothbrush towards the biting edge of the tooth



For the biting or chewing teeth, gently brush the flat surface by brushing back and forth



Gently but firmly brush your tongue to remove bacteria, then rinse your mouth and toothbrush with water



For further information visit www.sensodyne.com.au

*When used as directed on pack. †With twice daily brushing. ALWAYS READ THE LABEL. Use only as directed. If symptoms persist, consult your healthcare professional. GlaxoSmithKline Consumer Healthcare. Australia: 82 Hughes Avenue, Ermington NSW 2115. New Zealand: Level 8, AMP Centre, Cnr Customs & Albert Streets, Auckland, New Zealand. INFOLINE (FREE CALL) Australia: 1800 028 533 NZ: 0800 540 144. Sensodyne® is a registered trade mark of the GlaxoSmithKline group of companies. WH GSK16606

new Sensodyne Rapid Relief

Clinically proven relief. Works in 60 seconds.*



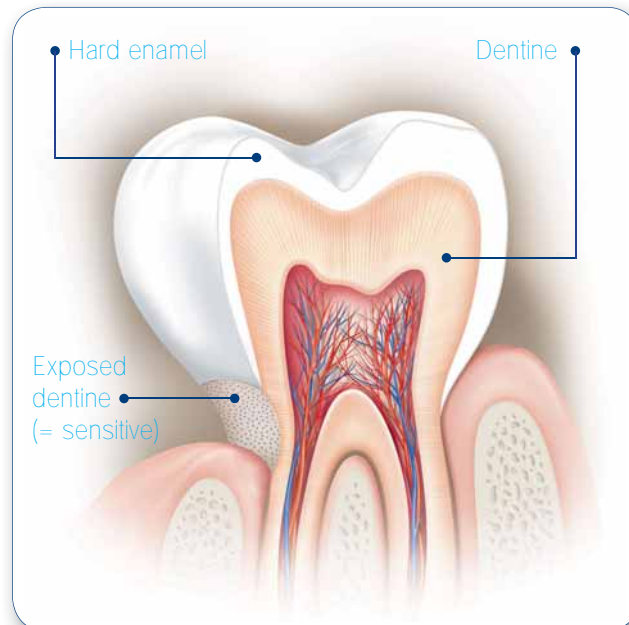
Clinically proven to relieve the pain of sensitive teeth

How did I develop sensitive teeth?

You develop sensitive teeth when the softer, inner core of your teeth ('dentine') becomes exposed. This can happen gradually as your teeth tackle everyday challenges, such as:

- Excessive or aggressive toothbrushing, or gum disease, which can lead to receding gums
- Acidic foods and drinks, which wear away the enamel

With your hectic lifestyle, we understand that you want a quick and simple solution that gives rapid and long-lasting relief from the pain of sensitive teeth – new Sensodyne Rapid Relief can help you get back to doing the everyday things you enjoy without compromising your oral health.



How can you relieve sensitive teeth in just 60 seconds with Sensodyne Rapid Relief?

For rapid* and long-lasting relief† from sensitivity

Step 1: for rapid relief – gently rub a small amount of Sensodyne Rapid Relief onto the base of the sensitive tooth for 60 seconds

Step 2: for long-lasting relief – brush twice daily with Sensodyne Rapid Relief to maintain ongoing relief



Sensodyne Rapid Relief meets your everyday oral healthcare needs

- Forms a mineral-like seal to help protect sensitive teeth
- Contains fluoride to fight cavities

