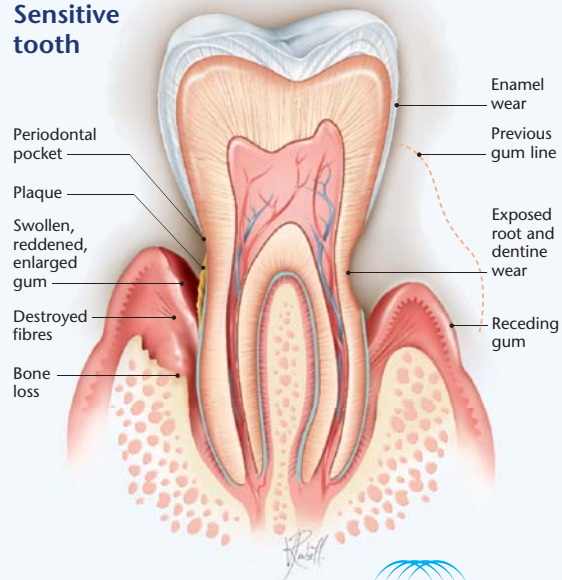


What causes sensitive teeth?

- Sensitive teeth occur when tooth enamel is worn away exposing the dentine below.
- Gum recession and loss of tooth enamel are the most common causes of dentine exposure.
- Gum recession is usually a direct result of gum disease or over-brushing.
- Once enamel is lost it cannot be replaced and exposed dentine may become sensitive if left untreated.

Sensitive tooth



SENSODYNE
Breaks the sensitivity cycle

Sensodyne relieves the pain of sensitive teeth



www.sensodyne.com.au

SENSODYNE
Breaks the sensitivity cycle

gsk GlaxoSmithKline

ALWAYS READ THE LABEL. Use only as directed. If symptoms persist consult your healthcare professional. GlaxoSmithKline 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 GSK16224

SENSODYNE
Breaks the sensitivity cycle

A guide to the management of sensitive teeth.



I have sensitive teeth, what can I do?

The good news is that effective treatment is available for the pain of sensitive teeth.

You can take action to end the pain by:

- asking your dentist to assess the problem and give you advice
- brushing twice daily with Sensodyne toothpaste – it has been formulated for everyday use to build and maintain a protective barrier against the pain of sensitive teeth.

How can I break the sensitivity cycle?

Alternating between Sensodyne and a 'normal' toothpaste does not build and maintain a barrier against pain.

It is important to use Sensodyne as your every day toothpaste. Brushing twice-daily with Sensodyne helps prevent the pain of sensitivity returning.



SENSODYNE
Breaks the sensitivity cycle

Guidelines to help prevent and care for sensitive teeth

Use Sensodyne as your everyday toothpaste.

- This provides maximum ongoing protection against tooth sensitivity.
- Sensodyne also contains cleaning and breath freshening ingredients so there is no need to use other toothpastes.
- Diluting Sensodyne with any other toothpaste reduces treatment effectiveness.

Build and maintain a barrier against pain – to break the sensitivity cycle.

- Continuous use of Sensodyne ensures the desensitising ingredient effectively protects against the pain of sensitivity returning.

Brush your teeth thoroughly but gently.

- Leaving plaque on the tooth surface may cause gingivitis, which can lead to receding gums, exposed dentine and sensitivity.

Treat your gums and tooth enamel with care.

- Avoid brushing too firmly, flossing too vigorously and picking at your gums.
- All can cause damage to gums and enamel.

Use a soft-bristled toothbrush with a small head and rounded bristles.

- Using a hard toothbrush may lead to excessive gum and tooth wear.
- Use a specially designed sensitive toothbrush, such as Sensodyne Total Care brush.

Use a low-abrasivity toothpaste.

- Using a high-abrasivity toothpaste may lead to excessive enamel wear.
- Sensodyne is formulated specially for sensitive teeth.

Prior to any professional or DIY tooth-whitening program, use Sensodyne.

- Sensitivity can be a side effect of whitening treatments.
- Consult your dentist for advice.

Visit your dentist regularly.

- Occasional twinges can be a sign of early sensitivity.
- Have any fractured or chipped teeth repaired promptly. Any exposed enamel as a result of trauma may become sensitive.

Sensodyne relieves the pain of sensitive teeth

