

# SENSODYNE OFFERS A RANGE OF PRODUCTS TO PROVIDE RELIEF FROM SENSITIVITY\* WITH THE ADDITIONAL BENEFITS PATIENTS WANT IN A TOOTHPASTE



	NERVE DEPOLARIZATION		TUBULE OCCLUSION					
	<p><b>SENSODYNE with 5% POTASSIUM NITRATE</b> works by depolarizing the nerve, preventing a reaction to stimuli.<sup>1</sup></p>	<p><b>SENSODYNE with STANNOUS FLUORIDE</b> formulations build a robust layer over the exposed dentin and within the tubules<sup>1,2</sup> to provide daily sensitivity protection. (Forms a protective layer over the sensitive areas of the teeth. Brush twice a day for lasting sensitivity protection).</p>						
	<b>NOURISH &amp; STRENGTHEN</b>	<b>ESSENTIAL CARE</b>	<b>SENSITIVITY &amp; GUM HEALTH</b>	<b>FAST RELIEF*</b>	<b>REPAIR** &amp; PROTECT</b>	<b>MULTI-BENEFITS</b>		
<b>PATIENT TYPES</b>	For patients who want to nourish and strengthen their teeth while providing sensitivity relief*	For patients who want sensitivity relief in a daily toothpaste*	For patients who have tooth sensitivity but also suffer from early gum disease	For patients recently diagnosed with dentin hypersensitivity who will benefit from fast relief**	For patients who are seeking lasting sensitivity protection* through deep repair** of exposed dentin tubules	For patients who feel sensitivity toothpastes do not meet their other oral health needs		
<b>INGREDIENTS</b>	<ul style="list-style-type: none"> <li>Potassium Nitrate</li> <li>Sodium Fluoride</li> <li>Sodium Lauryl Sulfate</li> </ul>	<ul style="list-style-type: none"> <li>Potassium Nitrate</li> <li>Sodium Fluoride</li> <li>Cocamidopropyl Betaine</li> </ul>	<ul style="list-style-type: none"> <li>Stannous Fluoride</li> <li>Pentasodium Triphosphate (STP)</li> <li>Cocamidopropyl Betaine</li> <li>Sodium Lauryl Sulfate</li> </ul>	<ul style="list-style-type: none"> <li>Stannous Fluoride</li> <li>Pentasodium Triphosphate (STP)</li> <li>Cocamidopropyl Betaine</li> <li>Sodium Lauryl Sulfate</li> </ul>	<ul style="list-style-type: none"> <li>Stannous Fluoride</li> <li>Pentasodium Triphosphate (STP)</li> <li>Cocamidopropyl Betaine</li> <li>Sodium Lauryl Sulfate</li> </ul>	<ul style="list-style-type: none"> <li>Stannous Fluoride</li> <li>Pentasodium Triphosphate (STP)</li> <li>Cocamidopropyl Betaine</li> <li>Sodium Lauryl Sulfate</li> </ul>		
<b>FORMULATION BENEFITS</b>	<ul style="list-style-type: none"> <li>Cavity protection</li> <li>Breath freshening</li> </ul>	<ul style="list-style-type: none"> <li>Sodium Lauryl Sulfate (SLS) Free (excludes Deep Clean)</li> <li>Cavity protection</li> </ul>	<ul style="list-style-type: none"> <li>Removal of plaque bacteria associated with gingivitis</li> <li>Stain removal and prevention</li> <li>Cavity protection</li> </ul>	<ul style="list-style-type: none"> <li>Engineered for speed</li> <li>Stain removal and prevention</li> <li>Cavity protection</li> </ul>	<ul style="list-style-type: none"> <li>Repair and protect exposed dentin†</li> <li>Stain removal and prevention</li> <li>Cavity protection</li> </ul>	<ul style="list-style-type: none"> <li>All in one protection, helping to whiten teeth and provide comprehensive care</li> <li>Cavity protection</li> </ul>		
<b>VARIANTS</b>	<ul style="list-style-type: none"> <li>Healthy White</li> <li>Gently Soothing</li> </ul>	<ul style="list-style-type: none"> <li>Fresh Impact</li> <li>Fresh Mint</li> <li>Full Protection</li> <li>Tartar Control</li> <li>Extra Whitening</li> <li>Deep Clean</li> </ul>	<ul style="list-style-type: none"> <li>Mint</li> <li>Whitening</li> <li>Clean &amp; Fresh</li> </ul>	<ul style="list-style-type: none"> <li>Mint</li> <li>Whitening</li> <li>Extra Fresh</li> </ul>	<ul style="list-style-type: none"> <li>Mint</li> <li>Whitening</li> <li>Extra Fresh</li> </ul>	<ul style="list-style-type: none"> <li>Mint</li> <li>Extra Fresh</li> </ul>		

\*With twice daily brushing. \*\* Significant pain relief in 3 days with twice daily brushing. † As shown in an *in vitro* study. ‡ Sensodyne Repair & Protect is intended for relief of occasional dentin hypersensitivity that occurs when sensitive teeth are exposed to hot or cold substances. It contains stannous fluoride, a well-established, effective tooth desensitizer with remineralization properties. There is general scientific consensus that occluding exposed dentin effectively relieves the occasional pain of dentin hypersensitivity.

References: 1. Orchardson, R. Managing dentin hypersensitivity. 2006. JADA (137). 990-997. 2. Earl JS, Langford RM. Am J Dent. 2013;26 (special issue A):19A-24A. Trademarks are owned by or licensed to the GSK group of companies. PM-US-SENSO-21-00291.