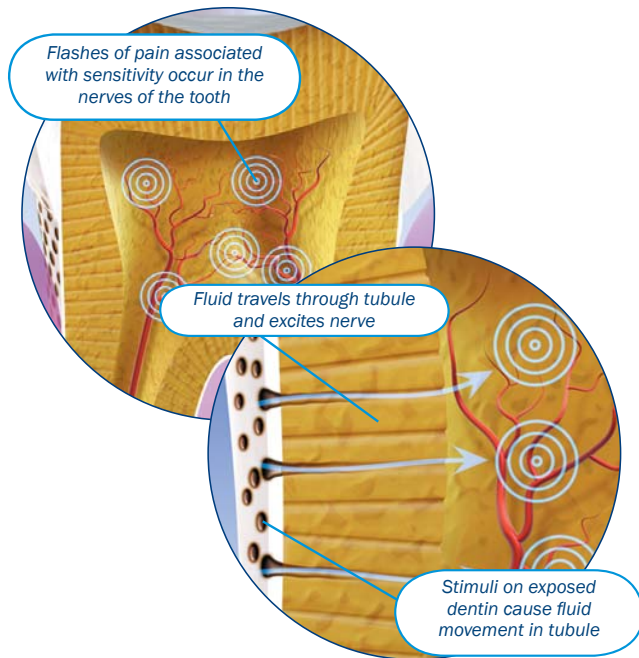


Sensitive Teeth

Do you experience pain or tingling in your teeth, especially when eating sweets or very hot or cold foods?

You may have sensitive teeth.

Pain from sensitive teeth is not always constant; it can come and go. Constant pain could be a sign of a more serious problem. It is still important, however, to discuss your symptoms with your dentist to determine the cause and proper treatment.



WHAT CAUSES TOOTH SENSITIVITY?

In healthy teeth, porous tissue called **dentin** is protected by your gums and by your teeth's hard enamel shell. Microscopic holes in the dentin, called **tubules**, connect to the nerve, triggering pain when irritated by certain foods and beverages.

Dentin can be exposed by:

- Receding gums caused by improper brushing or gum disease
- Fractured or chipped teeth
- Clenching or grinding your teeth
- Erosion

TREATING TOOTH SENSITIVITY

Depending on the diagnosis, your dentist may recommend one or more of the following treatments to relieve the symptoms of sensitive teeth:

- A soft-bristle toothbrush, like Oral-B® Sensitive Advantage®, to be gentle on gums or a powered brush.
- A fluoride rinse or gel for sensitive teeth, prescribed by your dentist.
- A desensitizing toothpaste, like Crest® Sensitivity Protection or Crest® Pro-Health.



CREST SENSITIVITY PROTECTION AND CREST PRO-HEALTH



An active ingredient in Crest Sensitivity Protection is potassium nitrate. This substance is able to interrupt the signals between the nerve cells in the tooth, helping to prevent nerve excitement and pain.

Crest Pro-Health contains stannous fluoride, which controls sensitivity by blocking tubules.

Both products have been shown to significantly reduce sensitivity.^{1,2}

Brought to you by

Crest. Oral-B®

P&G Professional Oral Health

Follow your dental professional's special home care instructions for regular use of Crest Sensitivity Protection or Crest Pro-Health to build protection against sensitive tooth pain.

Daily brushing with Crest Sensitivity Protection or Crest Pro-Health, as well as regular flossing and professional cleanings, will help prevent cavities.

Ask your dental professional how these Crest products can help you:

- Crest Sensitivity Protection
- Crest Pro-Health

¹ Schiff T, He T, Sagel L, Baker R. Efficacy and Safety of a Novel Stabilized Stannous Fluoride and Sodium Hexametaphosphate Dentifrice for Dental Hypersensitivity. *J Contemp Dent Pract* 2006 May;(7)2:001-008.

² Silverman G, Berman E, Hanna CB, et al. Assessing the efficacy of three dentifrices in the treatment of dentinal hypersensitivity. *J Am Dent Assoc.* 1996;127:191-201.

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