

HYPERSENSITIVITY

sensitive care



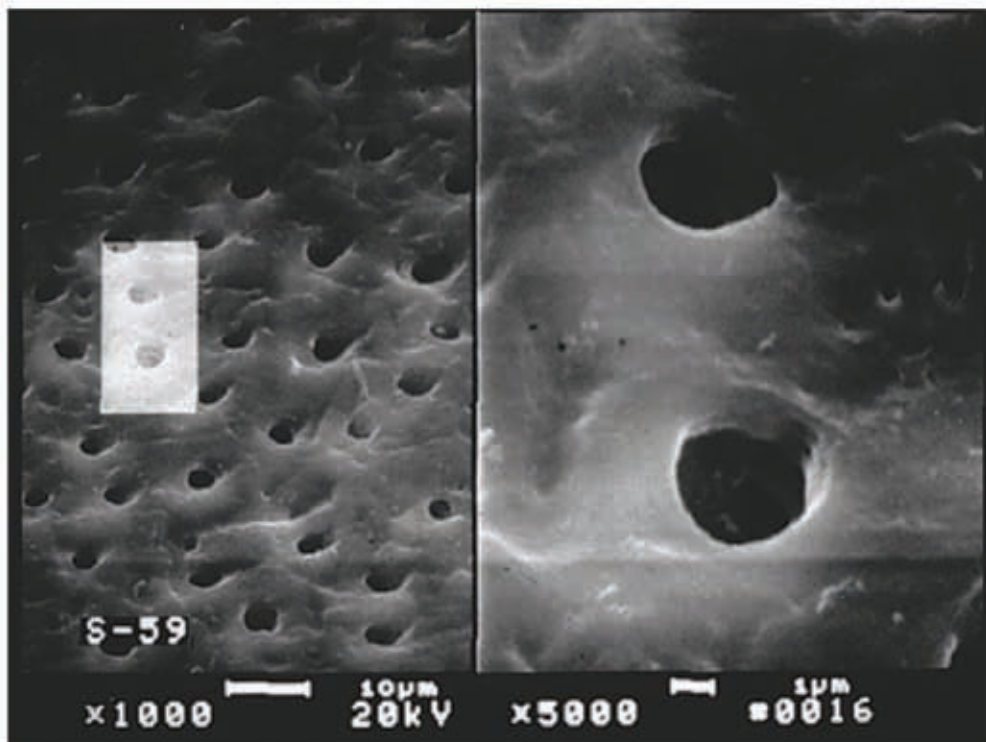
Colgate

YOUR PARTNER IN ORAL HEALTH

The prevalence of dentinal hypersensitivity is high



1 out of 4 adults experience sensitivity.¹



Sensitive teeth have more open and enlarged tubules.²

¹ Schiff T et al. a randomized clinical trial of the desensitizing efficacy of three dentifrices. Compend Contin Dent Educ 2000; (21) supplement No 27: 4-10.

² Absi EG et al. Dentinal hypersensitivity. A study of the patency of dentinal tubules in sensitive and non-sensitive cervical dentine. J Clin Periodontol. 1987; 14(5):280-4.

HYPERSENSITIVITY

Colgate offers

- Over 50 years of continuous clinical research in oral health
- Comprehensive product range to prevent and treat the most common dental problems
- Wide experience in the field of hypersensitivity
- Highly efficient products for in office treatment, at home treatment and everyday use



HYPERSENSITIVITY

Colgate®

YOUR PARTNER IN ORAL HEALTH

Products for office treatment

Colgate Duraphat®

Fluoride Varnish (Duraphat 50 mg/ml Dental Suspension)

- Immediate and long lasting relief
- Proven desensitizer for both thermal and tactile pain
- Quick and easy application, sets on contact with saliva
- Caries protection



Indications

Ideal for patients with acute and severe dentinal hypersensitivity:

- Severe sensitivity due to dental procedures
- Temporary pulpitis after restorative treatment

Mode of action

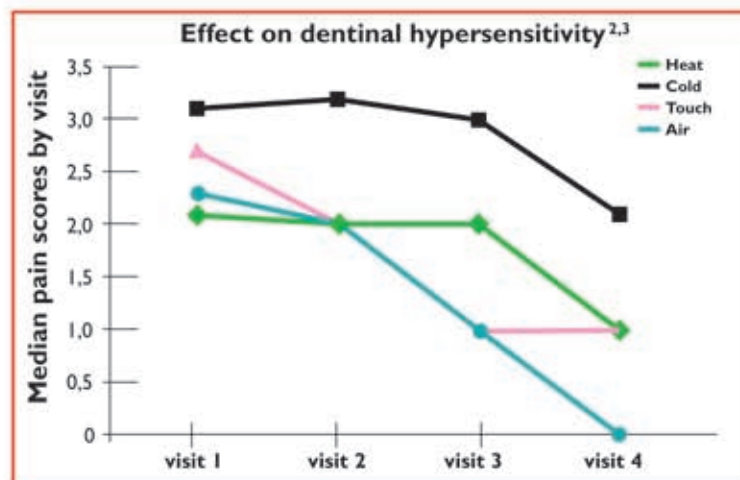
Immediate occlusion of dental tubules by fluoride varnish

Active ingredient

22,600 ppm fluoride from sodium fluoride (NaF)

Clinical results^{1,2,3}

Colgate Duraphat Varnish is effective in reducing dentinal hypersensitivity: Patients with mild to severe dentinal hypersensitivity received 3 Duraphat applications over 21 days (1 application per visit).²



1 Ritter AV et al., Treating cervical dentinal hypersensitivity with fluoride varnish. JADA 2006; 137:1013-20.

2 Papas AS, Clark R.E: Accrued desensitization with repeated Duraphat treatment of hypersensitivity: J Dent Res 74 (Special issue): 134, 1995.

3 Gaffar A. Treating hypersensitivity with fluoride varnishes. Compend Contin Dent Educ 1998; 19:1089-97.

Colgate Gel-Kam Home Care Gel + Rinse

Effective fluoride treatment for sensitivity relief and cavity protection if used daily:

- Relief of painful tooth sensitivity (thermal and tactile)¹
- Low abrasive gel
- Caries protection



Indications

Ideal for patients with chronic and severe dentinal hypersensitivity and for caries control

Mode of action

Stannous ions precipitate to occlude tubules

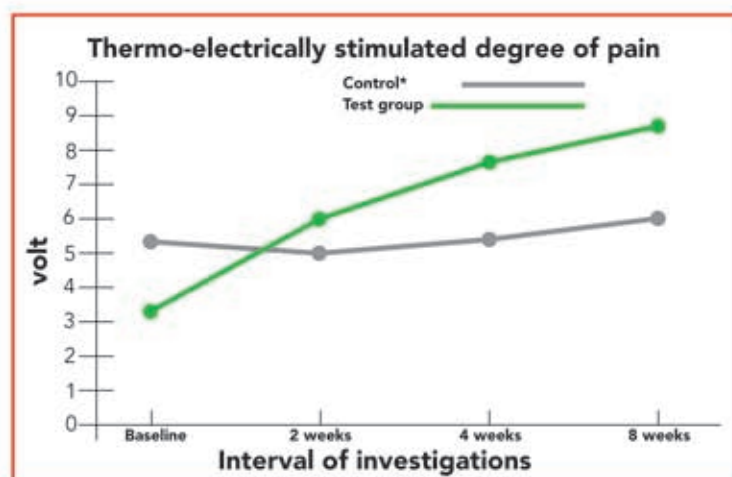
Active ingredient

Gel : 0.4% stable stannous fluoride (SnF₂),
1,000ppm fluoride

Rinse : 0.63% stable stannous fluoride (SnF₂) concentrate,
1,000ppm fluoride

Clinical results^{2,3}

Colgate Gel-Kam with 0.4% SnF₂ is an effective agent in reducing dentinal hypersensitivity when used twice a day over a two weeks period.¹



*Gel without stannous fluoride

1 Blong MA et al.: Effects of a gel containing 0.4 percent stannous fluoride on dentinal hypersensitivity. Dental Hygiene 1985; 489-492

2 Trash WJ et al.: Effect of a fluoride solution on dentinal hypersensitivity. Am. J. Dent. 1992; 5: 299-302.

3 Snyder RA et al.: The efficacy of a fluoride solution on root surface hypersensitivity. J. Dent. Res. 1985 (Special Issue); 64: 201 (abs.237).

Colgate Sensitive Multi-Protection Toothpaste

All-round protection for people with dentinal hypersensitivity:

- Relief from hypersensitivity^{1,2}
- Caries protection
- Plaque³ and gingivitis⁴ protection
- Minty taste, for better compliance



Indications

Ideal for prevention and control of mild and moderate dentinal hypersensitivity, due to exposed dentine

Mode of action

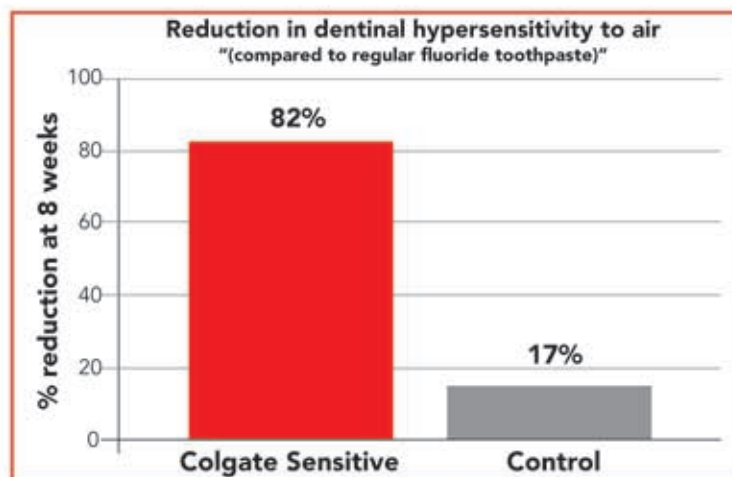
Potassium ions desensitise the dental pulp nerve fibres of the tooth and prevent nerve stimulation. Zinc citrate and pyrophosphate protect against plaque, gingivitis and calculus^{3,4,5}

Active ingredient

Potassium citrate 5.53%, zinc citrate 2.0%, 1,450 ppmF sodium monofluorophosphate

Clinical results

Colgate Sensitive Multi-protection is proven to provide unbeatable hypersensitivity relief.² The active ingredient, potassium citrate, has been shown to reduce dentinal hypersensitivity by up to 82% after 8 weeks use.^{1,2}



1 Data on file. Reduction in dentinal hypersensitivity in an 8-week, randomized, double-blind study comparing potassium citrate to a control. Colgate-Palmolive Ltd.

2 Data on file. A 4 week hypersensitivity study. Colgate-Palmolive Ltd.

3 Williams C, McBride S, Mostler K et al. Efficacy of a dentifrice containing zinc citrate for the control of plaque and gingivitis: a 6-month clinical study in adults. *Compend Contin Educ Dent* 1988; 19(2), Spec issue: 4-15.

4 Data on file. Reduction in gingivitis severity after 6 months compared to control. Colgate-Palmolive Ltd.

5 Petrone M, Lobene RR, Harrison LB et al. Clinical comparison of anti-calculus efficacy of 3 commercially available dentifrices. *Clin Prev Dent* 1991;13: 18-21.

Colgate 360° Sensitive Toothbrush

- Less wear¹
- Softer bristles²
- Superior cleaning³



Indications Ideal for patients with exposed dentine and dentinal hypersensitivity

Product characteristics

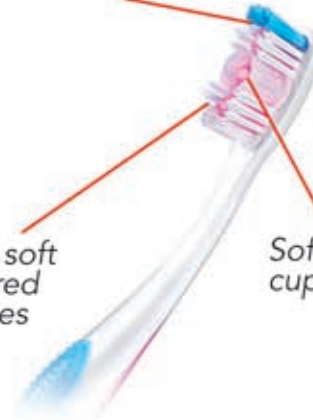
Soft textured tongue and cheek cleaner



Raised cleaning tip

Ultra soft tapered bristles

Soft rubber cups

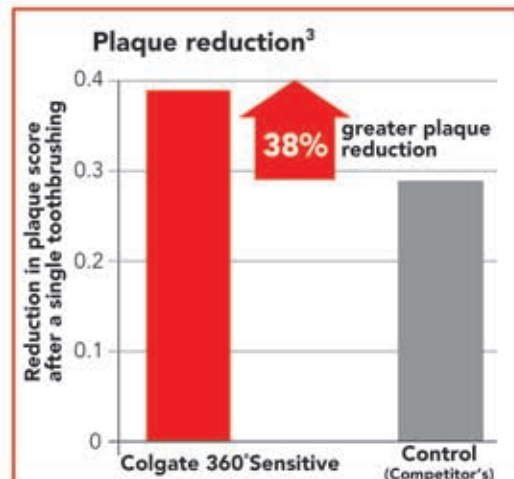


Clinical results

Ultra soft bristles: 48% softer bristles than a leading soft manual toothbrush.²

Superior cleaning: Clinically proven to remove up to 38% more plaque than a leading soft manual toothbrush.³

Less wear: Unique rubber cups, together with soft bristles, result in less wear on exposed root surface.¹



¹ Standard laboratory testing of dentine abrasion versus competitor's brand. Hefferen J et al., University of Kansas, 2006. Data on file, Colgate-Palmolive Ltd.

² Standard laboratory testing of bristle stiffness versus competitor's brand. Data on file, Colgate-Palmolive Ltd.

³ Nathoo S et al., New Jersey Dental School, UMDNJ, 2006. Data on file, Colgate-Palmolive Ltd. Removal after a single brushing.

Products for Hypersensitivity

Products	For office treatment	For home treatment	For everyday use	For everyday use
	 <p>Colgate Duraphat Fluoride Varnish (Duraphat 50mg/ml Dental Suspension)</p>	 <p>Colgate Gel-Kam Home Care Gel & Rinse</p>	 <p>Colgate Sensitive Multi-Protection Toothpaste</p>	 <p>Colgate 360° Sensitive Toothbrush</p>
Hypersensitivity conditions	Ideal for patients with acute and severe dental hypersensitivity, e.g. due to dental SRP or restorative treatment	Ideal for patients with chronic and severe dental hypersensitivity	Ideal for prevention and control of mild and moderate dental hypersensitivity due to exposed dentine	Ideal for patients with exposed dentine and dental hypersensitivity
Modes of action	Immediate occlusion of dental tubules	Stannous ions precipitate to occlude tubules	Potassium citrate provides clinically proven sensitivity relief	<ul style="list-style-type: none"> ✓ Soft bristles for gentle, proven cleaning ✓ Soft textured tongue and cheek cleaner
Product benefits	<ul style="list-style-type: none"> ✓ Immediate relief ✓ Proven desensitizer for both thermal and tactile pain ✓ Quick and easy application, sets on contact with saliva ✓ Caries protection 	<ul style="list-style-type: none"> ✓ Relieve of painful tooth sensitivity (thermal and tactile) ✓ Low abrasive gel ✓ Caries protection 	<ul style="list-style-type: none"> ✓ Relief from hypersensitivity ✓ Protection against plaque and gingivitis ✓ Caries protection 	<ul style="list-style-type: none"> ✓ Superior cleaning ✓ Softer bristles ✓ Less wear
Active ingredients and content of fluoride	22,600 ppm fluoride as sodium fluoride (NaF)	Stable stannous fluoride (SnF ₂) and 1,000ppm fluoride	Potassium citrate 5.5%, zinc citrate 2%, pyrophosphate 1.3%, 1,450 ppm fluoride as monofluorophosphate (MFP)	Diameter of bristles: 0.15mm and 0.125mm
Recommended dosages and usages	2 - 3 applications with a few days interval	2 x daily over 2 weeks, in addition to brushing with Colgate Sensitive Multi-Protection Toothpaste, in case of severe sensitivity	2 - 3 x daily, ideally with Colgate 360° Sensitive Toothbrush	2 - 3 x daily, with emphasis on right brushing technique

HYPERSENSITIVITY