

Recognise, Educate and Help Protect

Recognise:

Acid-rich foods and drinks are increasingly popular in a modern diet.
This can lead to acid erosion



Educate:

Educate your patients against the effects of acid erosion



Help Protect:

Sensodyne Pronamel, specifically designed to protect teeth against the effects of acid erosion:

- ✓ Optimised fluoride formulation to help re-harden enamel
- ✓ Low abrasivity to help limit damage to acid-softened enamel
- ✓ SLS*-free
- ✓ Neutral pH (7.1)
- ✓ Contains Potassium Nitrate (KNO₃)



Daily protection against acid erosion



1. BDA Omnibus Survey October–December 2005.
2. Bartlett DW. Int Dent J 2005; 55: 277–284.
3. Zero DT and Lussi A. Int Dent J 2005; 55: 285–290.
4. Hara AT et al. Presented at ORCA, LO-Skolen, Helingsor, Denmark, July 4–7 2007.
5. Fowler C et al. J Clin Dent 2006; 17: 100–105.

* SLS – Sodium Lauryl Sulfate



Did you realise patients don't know acid can threaten teeth everyday?



* Light adjusted to show clinical situation

Acid erosion is evident in clinical practice with 91% of all dentists identifying cases weekly¹

- An average daily diet can include a variety of acid-rich foods, including...



- Acid is directly linked to dental erosion, which is considered to be the biggest contributor to tooth wear²



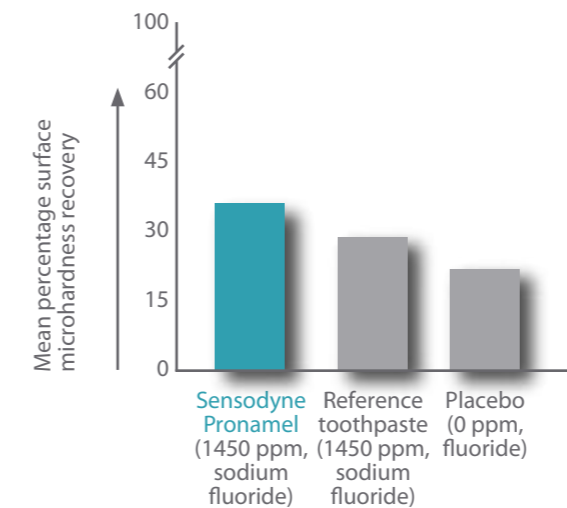
Acid erosion can lead to...

- Loss of tooth shape²
- Tooth discolouration²
- Dentine hypersensitivity^{2,3} – occasional sensitivity to hot or cold foods and drinks. However this may not be mentioned spontaneously by the patient
- Ultimately, restorative work may be necessary

Daily enamel protection with Sensodyne Pronamel

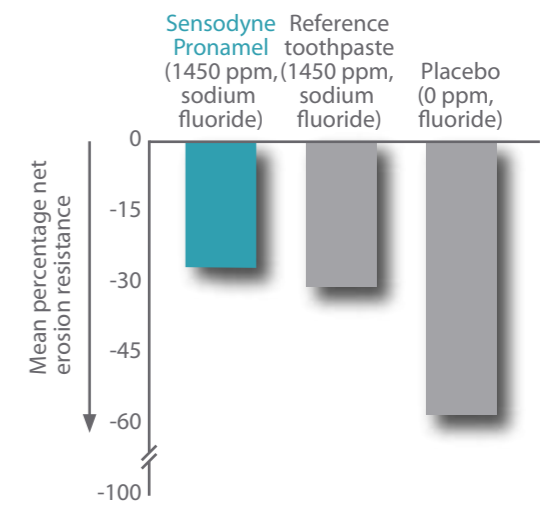
- Re-hardens acid-softened enamel⁴

Figure 1: *In situ* surface remineralisation after treatment with fluoridated toothpastes (mean)⁴



- Builds resistance to further erosion⁴

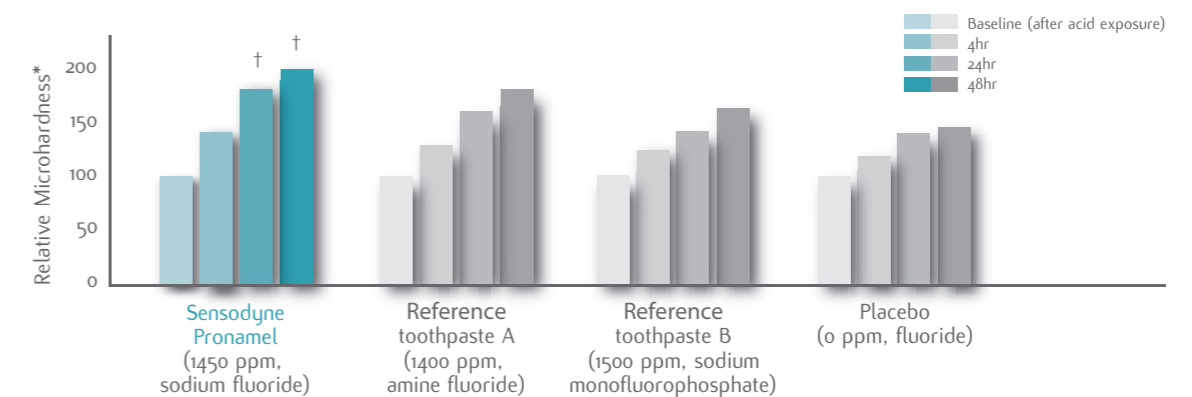
Figure 2: *In situ* erosion resistance after treatment with fluoridated toothpastes (mean)⁴



Adapted from Hara AT *et al.* Presented at ORCA, LO-Skolen, Helingsor, Denmark, July 4–7 2007. Bovine enamel specimens were subjected to an erosive challenge. This was followed by fixation to palatal appliances and a 4-hour intra-oral phase in 58 human subjects. This phase included toothbrushing with tested products, and a further erosive challenge.

- Re-hardening increases over time⁵

Figure 3: *In vitro* re-hardening of enamel erosive lesions treated for 2 min with a range of dentifrice slurries followed by incubation in artificial saliva⁵



[†]p<0.05, Sensodyne Pronamel versus all comparators at 24 and 48 hours. Adapted from Fowler C *et al.*, Clin Dent 2006; 17: 100–105. Study performed using enzyme-free artificial saliva. *Relative Microhardness is a measure of the surface mechanical properties, or microhardness, of enamel, with the score for one product measured relative to another.