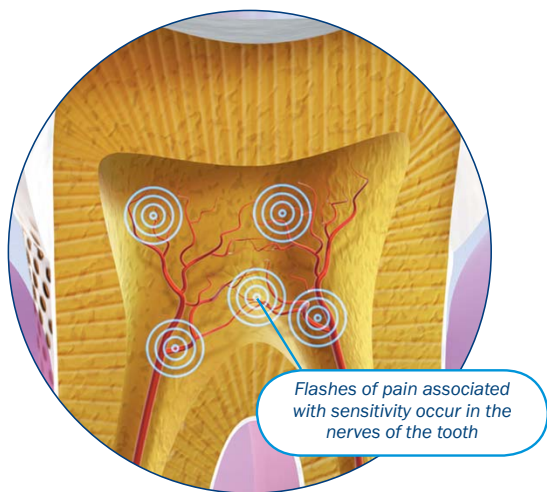


Sensitive Teeth

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

You may have sensitive teeth.

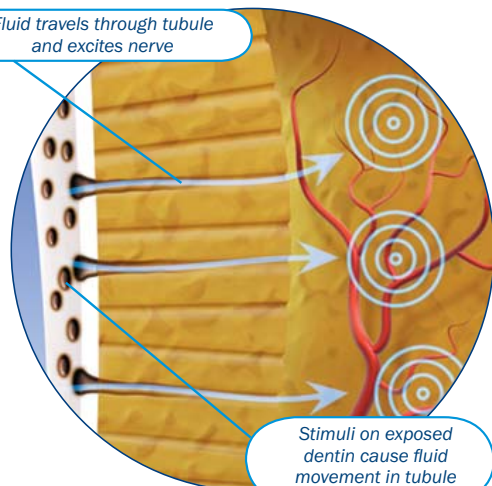


Pain from sensitive teeth is not always constant; it can come and go. Constant pain could be a sign of a more serious problem. It is still important, however, to discuss your symptoms with your dentist to determine the cause and proper treatment.

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.

Fluid travels through tubule and excites nerve



Dentin can be exposed by:

- Receding gums caused by improper brushing or gum disease
- Fractured or chipped teeth
- Clenching or grinding your teeth
- Erosion due to the aging process

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, or a powered brush**, to protect gums
—A study has shown that a powered brush, like Crest[®] SpinBrush[™], can be as gentle as a manual toothbrush
- **A fluoride rinse or gel** for sensitive teeth, prescribed by your dentist
- **A desensitizing toothpaste**, like Crest[®] Sensitivity Protection

CREST SENSITIVITY PROTECTION



The active ingredient in Crest Sensitivity Protection is potassium nitrate. This substance is able to interrupt the signals between the nerve cells in the tooth. By blocking these signals, nerve excitement and pain are prevented.

In one study, Crest Sensitivity Protection provided a **44% decrease** in sensitivity when used as directed.*

Follow your dental professional's special home care instructions for regular use of Crest Sensitivity Protection to keep pain from returning.

Daily brushing with Crest Sensitivity Protection, as well as regular flossing and professional cleanings, will help prevent cavities and preserve your oral health.

Ask your dental professional how this Crest product can help you:

- Crest Sensitivity Protection

* 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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