



NEW!

The DENTSPLY and Sensodyne Concept for Hypersensitivity Management

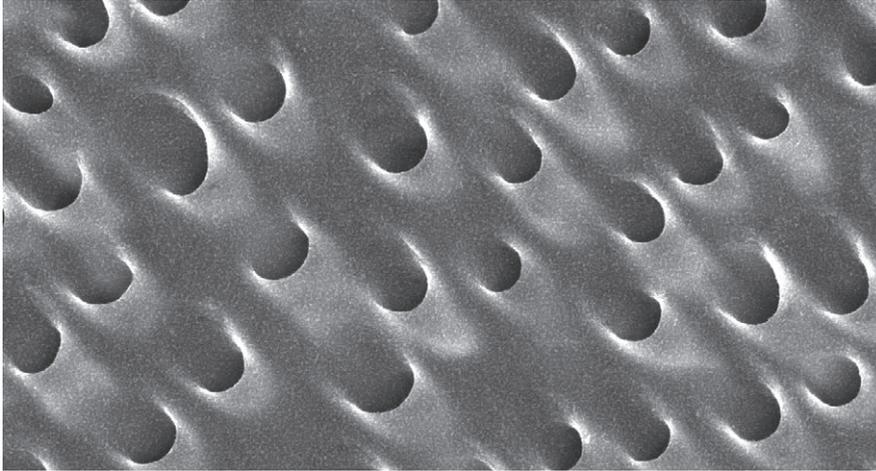
**SENSODYNE**
PROFESSIONAL

For better dentistry

DENTSPLY

The problem of Dentin-Hypersensitivity

- 30% of adult patients suffer from Dentin-Hypersensitivity*
- Dentin-Hypersensitivity is a sharp transient pain due to open tubules on exposed dentin
- Dentin-Hypersensitivity often occurs after Professional Tooth Cleaning

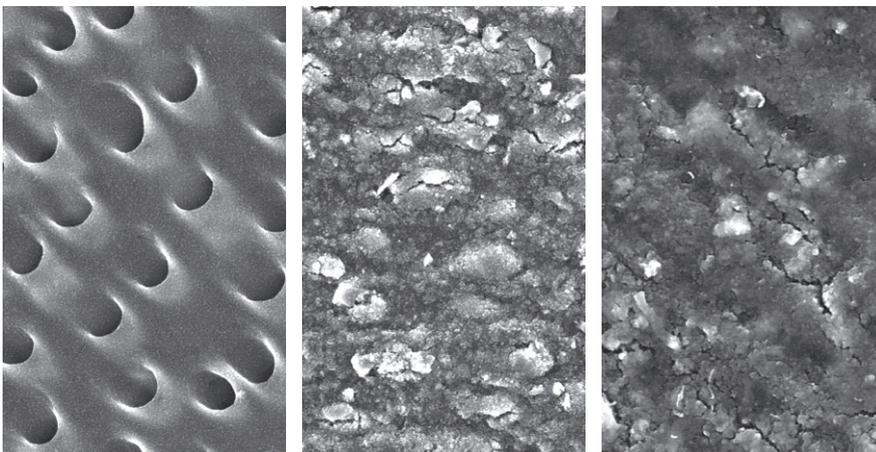


Untreated dentin showing open tubules

Calcium Phosphate Technologies - Comparing Fluoride and Calcium Release, pH and Tubule Occlusion Before and After Acid Challenge, dated: 11/22/2010, Author: Kimberly Kishel. Data on file, # FPB1011222010.

The Sensodyne®-Effect

Nupro® Sensodyne® contains NovaMin®, a patented calcium phosphate technology. NovaMin® releases calcium and phosphate to the tooth surface and thereby closes open dentin tubules. As a part of a professionally administered dental prophylaxis treatment, Nupro® Sensodyne® containing NovaMin® provides immediate relief of tooth sensitivity.



Before

After application

After brushing

Calcium Phosphate Technologies - Comparing Fluoride and Calcium Release, pH and Tubule Occlusion Before and After Acid Challenge, dated: 11/22/2010, Author: Kimberly Kishel. Data on file, # FPB1011222010.

* Addy M. Dentine hypersensitivity: definition, prevalence, distribution and aetiology. In Tooth Wear and Sensitivity. Addy M, Embery G, Edgar WM, Orchardson R, eds. Martin Dunitz, London. pp 239-248, 2000.

The solution: Desensitizing Stain Removal and Polishing

NUPRO®

SENSODYNE®
PROFESSIONAL

- Immediate Relief of Sensitivity
- First Prophy Paste providing Stain Removal, Polishing and Desensitizing in one product
- Unique NovaMin® calcium-phosphate technology



100 RDA^{2,3}

Reference Paste

1000 RDA^{1,3}

RDA-value (Stain Removal/Polish)

25,3 - 30,1

253 - 301

	Stain Removal	Polishing	Desensitizing
Other Desensitizing Pastes			
NUPRO® Sensodyne®			

First Prophy Paste providing Stain Removal, Polishing and Desensitizing in one product!

“Dentin hypersensitivity is a major problem during prophylaxis treatments. Some affected patients refuse treatment or even postpone their appointments. Common treatment approaches such as fluoride treatment, desensitizing pastes or dentin sealers can be costly and time consuming. Additionally, these remedial solutions can be applied only after the prophylaxis treatment. Nupro Sensodyne convinced me, because it integrates desensitization directly into the prophylaxis paste. This means immediate relief of sensitivity for my patients and no additional work for me. Also, my patients are thrilled and attend my prophylaxis sessions more relaxed.”



Viola Vietze
Specialist for Prophylaxis and Halitosis,
Riesdorf, Germany

¹ Test was done according to ISO-Standard 11609 with a 1000 RDA reference paste

² Test was done according to ISO-Standard 11609 with a 100 RDA reference paste

³ Schemehorn, B.R., 2011: Final Report: RDA Test on Prophy Pastes - Study Number RDA 11-153, data on file

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Nupro Sensodyne Product Portfolio

	Fluoride	Non-Fluoride
	(1,23% fluoride ions correspond to 2,72% sodium fluoride or 12300 ppm)	
Nupro® Sensodyne® Cups (175 Patient Dose Cups, 1 Prophy Grip, 1 Prophy Ring)	801510S1 Polish Cups 801511S1 Stain Removal Cups	801524S1 Polish Cups 801525S1 Stain Removal Cups
Nupro® Sensodyne® Jars (340 g, 1 Prophy Grip)	801530S1 Polish Jar 801531S1 Stain Removal Jar	801536S1 Polish Jar 801537S1 Stain Removal Jar

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