

What is sensitivity and how could it be affecting you?

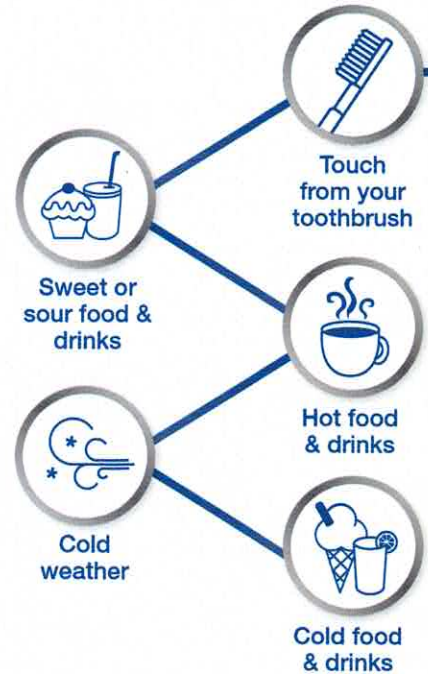
Sensitive teeth develop when the inner layer of your teeth (called dentine) becomes exposed and is no longer protected by the hard enamel or gums. This means that triggers such as cold and hot drinks can activate nerves, deep inside the tooth.

Dentine can become exposed for a number of reasons. One of the main causes is gum recession which can occur as a result of brushing too hard or gum problems.

Caring for your sensitive teeth

Sensitive teeth need special care. Your dentist or hygienist will be able to explain the cause of your sensitivity and how best to care for your sensitive teeth. Choose a toothpaste specially designed for sensitive teeth with fluoride protection such as Sensodyne.

Triggers of sensitivity



Sensodyne offers a choice of toothpaste variants to suit your needs and help care for your sensitive teeth

Sensodyne Rapid Relief



Clinically proven relief from sensitivity in just 60 seconds*

Sensodyne Sensitivity & Gum



A specialist dual action toothpaste designed for sensitive teeth and gum problems

Sensodyne Repair & Protect



Clinically proven to repair sensitive areas**

Practice stamp:

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Visit www.sensodyne.co.uk for more information

*with dab on application
 **forms a protective layer over sensitive areas of the teeth. Brush twice a day for lasting sensitivity protection
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