

How can I look after my sensitive teeth?



For fast relief and long-lasting protection from sensitive teeth:

- Brush with Sensodyne Rapid Relief twice a day, every day, instead of your regular toothpaste

You can help protect your sensitive teeth by:

- Maintaining good oral hygiene – brush twice a day, every day
- Avoiding brushing too frequently or aggressively*
- Using a soft toothbrush

If your sensitivity pain continues, contact your dentist

No.1 Dentist recommended brand for sensitive teeth[†]

*Ask your dentist or hygienist for advice on the most appropriate brushing technique for you

[†] GSK Data on File. GFK Research, 2017. Survey of 300 dentists.



TO HELP YOU BEAT SENSITIVITY PAIN *FAST*



Clinically proven relief in just 60 seconds and long-lasting protection**

Sensodyne Rapid Relief

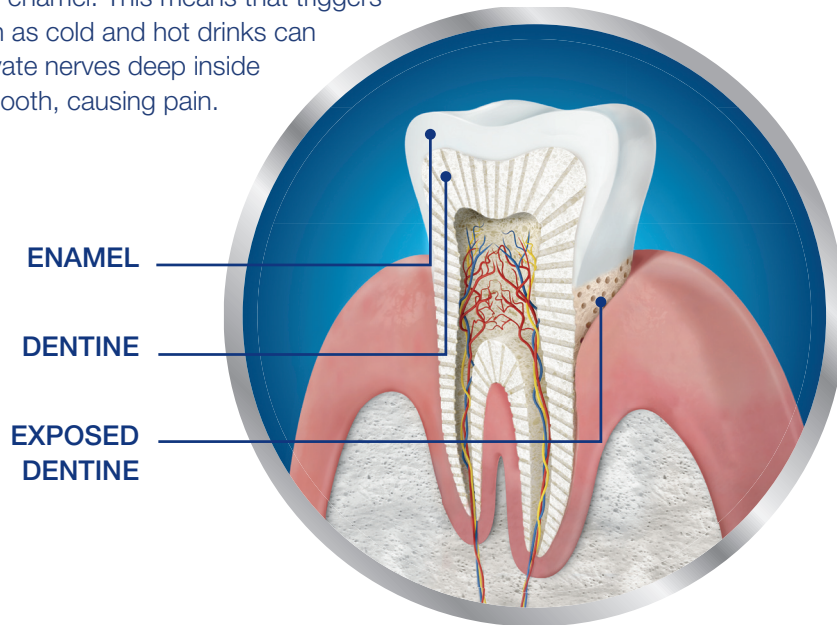
Helps **BEAT SENSITIVITY PAIN FAST**



What is sensitivity and how could it be affecting you?

Sensitivity is often described as a short, sharp pain in the teeth.

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



Triggers of sensitivity



Cold foods/drinks



Cold weather



Hot foods / drinks



Sweet or sour foods/drinks



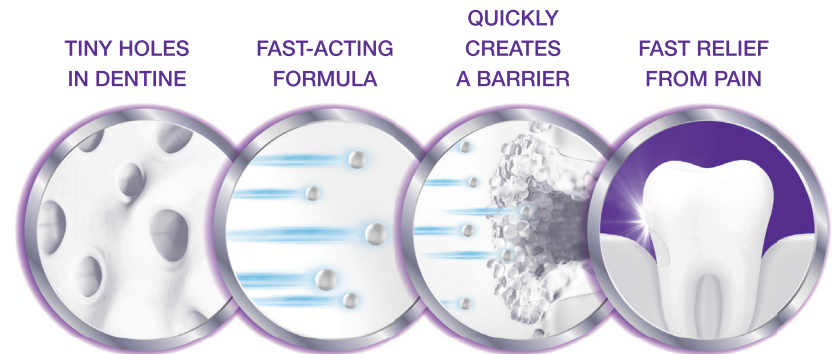
Touch (from your toothbrush)

Sensodyne Rapid Relief

Sensodyne Rapid Relief is a specialist, daily toothpaste that's clinically proven to deliver:

- **FAST RELIEF** in just 60 seconds
- **LONG-LASTING PROTECTION** from sensitivity with twice-daily brushing

Its unique formulation is **ENGINEERED FOR SPEED**, with a balance of ingredients that helps **BEAT SENSITIVITY PAIN FAST** by quickly creating a barrier over exposed dentine.



Clinically proven relief in just 60 seconds and long lasting protection**

**With twice-daily brushing