

WHAT CAN I DO TO CARE FOR MY SENSITIVE TEETH?

Learn about why your teeth may be sensitive and how to help manage tooth sensitivity pain at home.



If you feel tooth sensitivity pain when doing these activities



Having cold food or drinks



Having hot tea, coffee and hot foods



Brushing too hard



Breathing cold air



Whitening toothpastes

you may be experiencing tooth sensitivity or dentine hypersensitivity.¹



people has tooth sensitivity²

Don't worry. If you have sensitive teeth, you're not alone. Depending on the severity of your sensitive teeth, your dentist can discuss many procedures with you that can help find protection from sensitivity.

Your dentist may recommend



Brush your teeth 2x a day³



Brush with soft bristled toothbrush³



Combine these with a sensitivity toothpaste like **SENSODYNE REPAIR & PROTECT TOOTHPASTE**
A FLUORIDATED EVERYDAY TOOTHPASTE FOR SENSITIVITY⁴

Creates a reparative layer over vulnerable areas of your sensitive teeth to help protect you from teeth sensitivity pain with continued use

Clinically proven to provide long-lasting sensitivity protection

*With twice daily brushing

Your dentist CARES about how your teeth FEEL.
Talk about your sensitive teeth today.



START CARING FOR SENSITIVE TEETH WITH GOOD ORAL HYGIENE

How to properly brush your teeth with care



If you are using a manual toothbrush Follow the BASS technique⁵

1



Place the toothbrush head against the tooth at a 45-degree angle and brush gently using small circular motions.

2



Gently brush the outer tooth surfaces of 2-3 teeth, flicking the toothbrush to move away the plaque from the gumline. Brush also the inside of the teeth.

3



Tilt brush behind front teeth and brush.

4

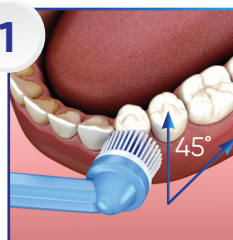


Brush the top or biting teeth. Finally, gently but firmly brush the tongue in order to remove bacteria and spit out.



If you are using an electric toothbrush follow these steps⁵

1



Hold the brush so that the bristles are at a 45-degree angle to the gum margin.

2



Hold the brush head still on the tooth/gum margin for 3-5 seconds.

3



Slowly move from tooth to tooth in a rock-and-roll motion to get to grooves and crevices – you don't need to do conventional brushing movements.

4



Brush for 2 minutes – especially just before you go to bed.



Reminder

Visit the dentist every 2-3 months for a follow up.³



Reminder

Use electric toothbrushes with caution once a day.³

1. Canadian Advisory Board on Dentin Hypersensitivity. Journal (Canadian Dental Association). 2003 Apr;69(4):221-6; 2. West N, Davies M, Sculean A et al. Prevalence of dentine hypersensitivity, erosive tooth wear, gingival recession and periodontal health in seven European countries. J Dent. 2024;150:105364; 3. Expert Consensus from Advisory Board on 'Algorithm for the screening, diagnosis and management of dentine hypersensitivity', June 2024; 4. Sensodyne Clinical Repair Product Information; 5. NHS. Royal Devon University Healthcare. How to brush your teeth. Available at <https://www.royaldevon.nhs.uk/media/109nmmk1/toothbrushing-instruction-re-edited-final-version-ks-vf.pdf>. Accessed 20 December 2024. Always read label before use. For further information or inquiries, please contact 0800733274 or mystory.ke@haleon.com