



RELIEVES SENSITIVITY IN JUST  
**30 SECONDS**

Clinically proven in 4 studies



#DefeatSensitivity

**SENSITIVE EXPERT**  
by Pepsodent

# SENSITIVITY

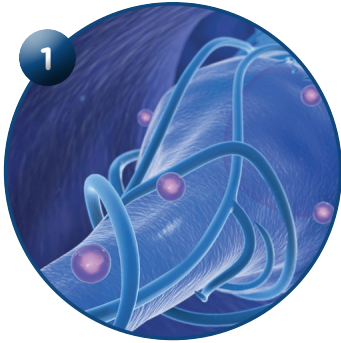
## A PAINFUL BUT UNSPOKEN BURDEN

- **1 in 3** patients suffer from sensitivity,<sup>1-3</sup> affecting the quality of their lives every day.<sup>4</sup>
- Around **50%** of these patients do not consider their condition severe and avoid seeking help.<sup>5</sup>
- The root cause of sensitivity is **enamel wear** caused by acid attacks, or **gingival recession** caused by overbrushing or gingivitis.<sup>3,5,6</sup>

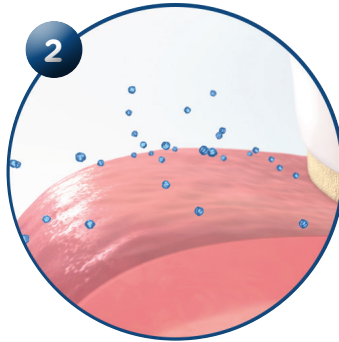


# SENSITIVE EXPERT BY PEPSODENT

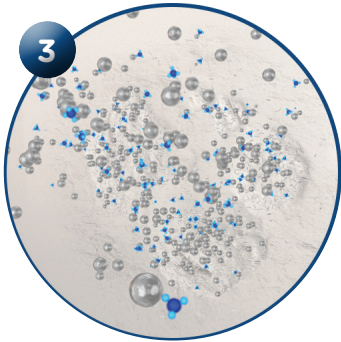
## CONTAINS A BLEND OF THREE CAREFULLY CHOSEN INGREDIENTS TO FIGHT SENSITIVITY



**Potassium citrate** desensitises the nerves for instant relief.



**Zinc citrate** helps to prevent future gum recession by strengthening the gums.

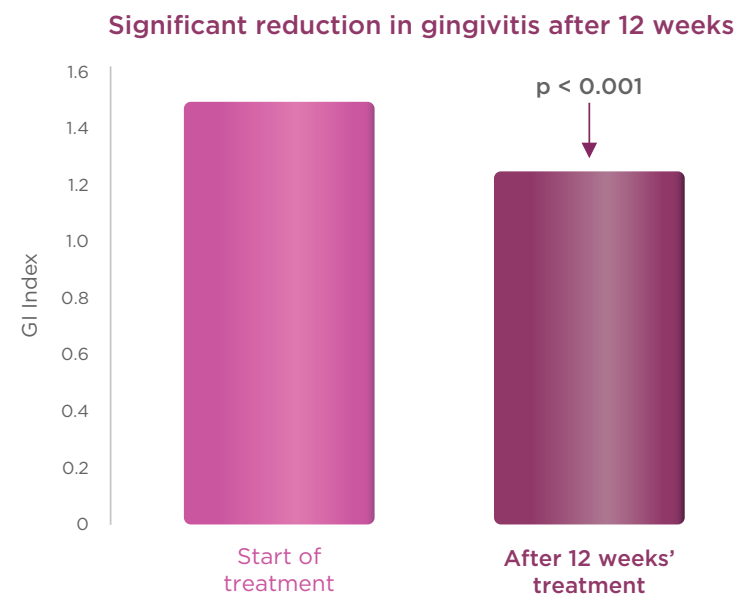


**Hydroxyapatite (HAP)** is the natural mineral of enamel, remineralising and protecting from demineralisation.

## STRENGTHENS GUMS AND HELPS PREVENT FURTHER GINGIVAL RECESSION

Zinc citrate, with its proven antibacterial effects, helps to prevent future gingival recession by strengthening the gingiva.

Sensitive Expert by Pepsodent is clinically proven to reduce gingivitis over 12 weeks.<sup>11</sup>



*This double-blind, randomised controlled study evaluated gingival inflammation after 12 weeks' home use*

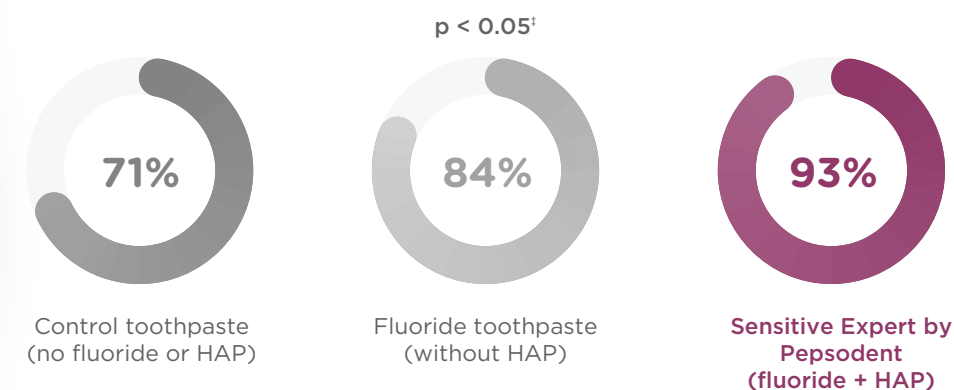


## REMINERALISES AND HELPS PROTECT FROM ENAMEL DEMINERALISATION

Sensitive Expert by Pepsodent contains HAP, the natural mineral of enamel.

An *in vitro* study showed that Sensitive Expert by Pepsodent maintained 93% of enamel hardness. Protection was significantly greater compared with either a fluoride-only toothpaste or a control (no fluoride or HAP).<sup>12</sup>

**93% of enamel hardness maintained when acid challenged†**



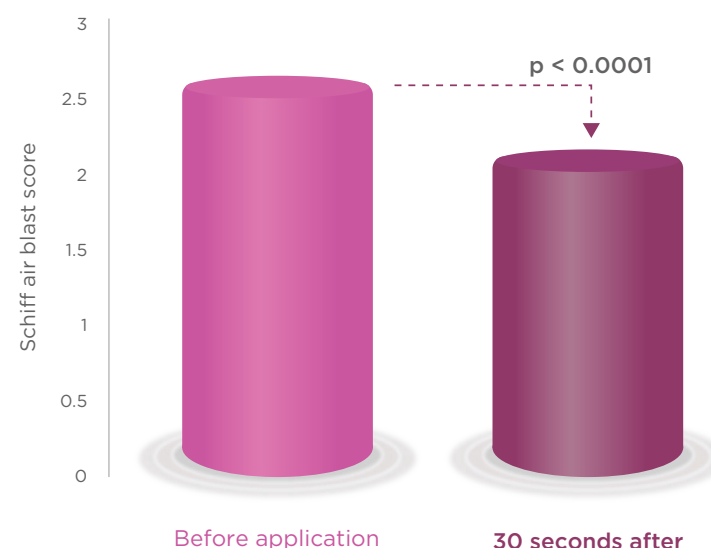
*This was an in vitro pH cycling study assessing enamel surface microhardness*

## CLINICALLY PROVEN RELIEF FROM SENSITIVITY IN 30 SECONDS

Sensitive Expert by Pepsodent contains potassium citrate, which is proven to reduce nerve excitation.

Dabbing the toothpaste onto sensitive areas is clinically proven in 4 studies to relieve the pain of sensitivity within 30 seconds.<sup>7-10</sup>

**Significant reduction in sensitivity after 30 seconds**

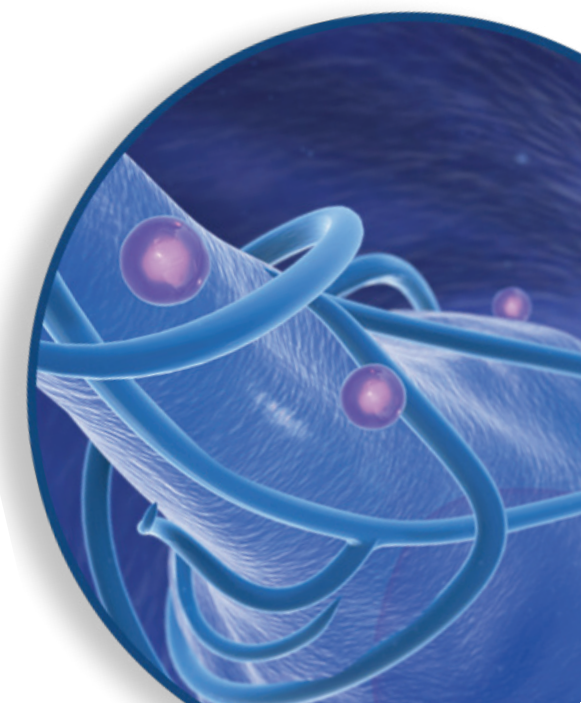


**91%**

of patients\* agree that Sensitive Expert by Pepsodent provides instant relief from sensitivity

*These 4 double-blind in vivo studies evaluated relief from sensitivity via toothpaste application directly onto sensitive tooth sites for 30 seconds using a fingertip*

\*The percentage of respondents who answered 'agree strongly' or 'agree a little' when asked about their agreement on a 5-point scale. Ipsos Research Study (n = 160), Indonesia, July 2018.  
<sup>†</sup>Data show the mean percentage in surface microhardness maintained from baseline.  
<sup>‡</sup>Difference between all toothpastes.



# RECOMMEND SENSITIVE EXPERT BY PEPSODENT THE FIRST CHOICE FOR INSTANT RELIEF FROM SENSITIVITY

CLINICALLY PROVEN RELIEF FROM SENSITIVITY  
IN 30 SECONDS

REMINERALISES AND HELPS PROTECT  
FROM ENAMEL DEMINERALISATION

STRENGTHENS GUMS AND HELPS PREVENT  
FURTHER GINGIVAL RESSION



## REFERENCES

1. Kehua Q, Yingying F, Hong S, Menghong W, Deyu H, Xu F. *International Dental Journal* 2009; 59(6):376-380; 2. Splieth CH, Tachou A. *Clinical Oral Investigations* 2013; 17(Suppl 1):S3-S8; 3. West NX, Sanz M, Lussi A, Bartlett D, Bouchard P, Bourgeois D. *Journal of Dentistry* 2013; 41(10):841-851; 4. Gillam DG, Seo HS, Bulman JS, Newman HN. *Journal of Oral Rehabilitation* 1999; 26(9):710-714; 5. West NX, Lussi A, Seong J, Hellwig E. *Clinical Oral Investigations* 2013; 17(Suppl 1):S9-S19; 6. Addy M, Pearce N. *Archives of Oral Biology* 1994; 39(Suppl):33S-38S; 7. Schafer F, Sun JN, Naeeni MA, Li X. *Journal of Dental Research* 2012; 91(C):84; 8. Unilever data on file; 9. Unilever data on file; 10. Unilever data on file; 11. Brading MG, Beasley T, Evans M, Gibson C, Lloyd A, Schafer F, Whittaker J. *International Dental Journal* 2009; 59:332-337; 12. Hornby K. *Caries Research* 2010; 44:182.