For the last 50 years Sensodyne has been at the forefront of scientific innovation into the aetiology, treatment and prevention of dentine hypersensitivity and erosive tooth wear. In January 2011 GlaxoSmithKline celebrated 50 Years of Sensodyne innovation by hosting a 50th anniversary symposium in Madrid, Spain. Experts in the field of dentistry and dental research discussed the past, present and most importantly the future of oral health, each presenting a perspective from their own field of specialism.

Principal Speakers
The principal speakers at the symposia included Professor Francis Hughes, Professor J.M. ('Bob') ten Cate, Professor David Bartlett and Professor Martin Addy.

All speakers agreed that dentistry had come a long way in 50 years however good oral health for all is a challenge and can only be achieved by linking treatment to patient needs. “Research into genetic profiling holds many possibilities.” Oral Health prevention, a relatively neglected area of global health, is now key and commitment is needed by policymakers to prevent chronic diseases. “The effectiveness and contribution of fluoride toothpastes are undisputed, however in the future priorities should include ‘Better’ or ‘Smarter’ products that improve compliance, availability and affordability. Every one can learn to brush; however a paradigm shift in prevention needs to occur, as caries prevention is very dependent on fluoride.” Professor J.M. (‘Bob’) ten Cate.

“In future there will be reduced government funding for dentistry practice and research, therefore there is a need for industry and university collaboration with research focused on clinical needs and realistic outcomes. Prevention of erosion needs changes to formulation of toothpastes which actively protect enamel and dentine from acids”. Professor David Bartlett.

“Traditionally there has been a lack of understanding of the aetiology of hypersensitivity and gingival recession. For dentists to offer advice they need to be educated and Industry has a role”. Professor Martin Addy. Professor Addy called for further research that is fully scientifically founded. “Many clinical trials on treatments for dentine hypersensitivity belong in the realms of testimonials. Areas for improvement include Objective Evaluation Criteria, better controls and evidence of stimulus response and therapeutic action. There is a need to be able to really magnify and visualise Dentine e-
Welcome to a new layer of Sensodyne expertise in dentine hypersensitivity

Today you can go further than treating the pain of dentine hypersensitivity with Sensodyne. Today you have new Sensodyne® Repair & Protect containing NovaMin® calcium phosphate technology. NovaMin® builds a reparative hydroxyapatite-like layer over exposed dentine and within the tubules. This layer has a similar chemical composition to hydroxyapatite mimicking the tooth’s natural composition and strongly binding to the collagen in dentine.

Starting to form from the first use, this reparative layer creates an effective and lasting barrier to the pain of dentine hypersensitivity, with twice-daily brushing.

Explore a new layer of opportunity with Sensodyne Repair & Protect

Specialist in dentine hypersensitivity management


SENSODYNE, NOVAMIN and the rings device are registered trade marks of the GlaxoSmithKline group of companies.

‘Changes are not only seen in structure but can also be measured in changes in chemical composition’

changing the primary and core of Sensodyne success for 50 years

Through collaboration with the dental health care professional and by researching patient’s needs, truly significant advances have been made. Sensodyne was first made available in 1961 by Block Drug. Since GlaxoSmithKline’s acquisition of the brand it has rapidly grown globally and become the dentists sensitivity toothpaste of choice in many markets.

Expanding expertise GlaxoSmithKline’s significant investment in Sensodyne includes employing experts not only in dentistry but also in fields outside to expand the understanding of dentine hypersensitivity. Linking aetiology, research and patient needs has resulted in toothpastes that deliver specific patient benefits.

Ground Breaking Research into the management of Dentine hypersensitivity Up until now pain measurement was subjective and could be influenced by a number of variables. Research for an objective measure for pain using fMRI (functional Magnetic Resonance Imaging) to map brain activity was presented by Dr Ashley Barlow, GSK principal clinical scientist in collaboration with the University of Zurich using a multi-discipline team including experts in medical, clinical, engineering, psychology, statistics and data management. Future GSK investment into pain measurement will bring advances into understanding dentine hypersensitivity and hence more targeted modes of treatment and prevention.

Novamin innovative technology In early 2011 GlaxoSmithKline will be launching the world’s first daily fluoride toothpaste with Novamin, Sensodyne Repair and Protect, a development that clearly illustrates why Sensodyne has become synonymous with dentine hypersensitivity.

Novamin, advanced calcium phosphate technology, employs the same patented bioactive material used in advanced bone regeneration techniques. It acts as a reservoir to build a new reparative layer over exposed dentine and within the tubules. This layer has a similar chemical composition to hydroxyapatite mimicking the tooth’s natural composition and strongly binding to the collagen in dentine.

Innovative use of the Electron Microscope Dr Jonathan Earl, Principal Scientist Sensodyne, using his expertise in material science and engineering has applied electron microscopy to investigate changes to dentine.

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GlobalSmith-Anderson (FIB SEM). Transmission Electron Microscopy was used in all experiments. Using a technique that was previously described, we have achieved the best results in the field of dentine hypersensitivity by comparing NovaMin® and Dentine Hypersensitivity – In Vitro Evidence of Efficacy. J Dent Res 85 (Spec Iss C):0568

Professor J.M. (York) Jon Cate

The research shows the transformation of Novamin in saliva - changes are not only seen in structure but can also be measured in changes in chemical composition. This dynamic reparative layer is harder than natural dentine, it is able to withstand daily oral challenges such as tooth brush abrasion, and dietary acid challenges.

Flexible wing exerts pressure for maintained separation and cervical adaption

World’s Fastest Composite Matrix?

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Dental Tribune United Kingdom Edition - March 14-20, 2011

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GlobalSmith-Kentucky Dental Collaboration

GlobalSmith line are working with Dentsply, a global leader in professional dental products, to develop the new Sensodyne. NUPRO Professional Range also utilising NovaMin® technology. The in-Office Prophy Paste is the only prophylaxis product containing the unique patented ingredient, NovaMin®. Dr Teresa Layer, Vice President, Oral Healthcare R&D is hugely excited about forging a relationship with Dentsply to work on taking the brand forward.

50 years of Sensodyne Expertise

Sensodyne’s strengths lie in its expertise

50 years of Sensodyne

60 years of Sensodyne

It’s been 200 years since Sensodyne came on the market! Since then, we have worked tirelessly to bring you the best possible solutions for sensitive teeth and gums. And we’re just getting started.

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