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The research shows the transformation of Novamin in saliva-changes are not seen in structure but can also be measured in changes in chemical composition. This dynamic reparative layer is harder than natural dentin, it is able to withstand daily oral challenges such as tooth brush abrasion, and last 50 years both internally and externally. “The next 50 years will be even more exciting for GSK Sensodyne with continued investment into leadership in oral care through science. We are living in exponential times,” Teresa Layer.

The research 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.

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