Discover **NEW** Colgate Sensitive **Pro-Relief™**
with **PRO-ARGIN™ TECHNOLOGY**

New Colgate® Sensitive Pro-Relief™ desensitizing paste with Pro-Argin™ is **clinically proven to provide instant and lasting sensitivity relief after just one application.**

Colgate® Sensitive Pro-Relief™ with Pro-Argin™ Technology is a breakthrough treatment for patients with dentin hypersensitivity. It can be used before or after dental procedures such as prophylaxis and scaling.

- Significantly reduces sensitivity for an easy, comfortable procedure
- Fast and easy application using a rotary cup, similar to a prophy paste
- Clinically proven to deliver instant relief that lasts four weeks after a single application

*Graphical representation based on SEM photography; for illustration only*
Dentin Hypersensitivity is a Chronic Problem for Patients

Hypersensitivity can affect normal daily activities such as eating, drinking, breathing in cold weather and tooth brushing which may lead to poor oral hygiene, eventually leading to periodontal problems and even tooth loss.

Dentin hypersensitivity is characterized by short, sharp pain arising from exposed dentin in response to stimuli, such as cold, hot, sour or sweet food and drinks, air (cold weather) or pressure, which cannot be ascribed to any other dental defect or disease. "The major portion of the hypersensitivity sufferers are in the age group of 20 - 49 years and females are more likely to be affected than males." There is also variation in the response to such stimuli from one person to another.

The primary causes of hypersensitivity are gingival recession and loss of enamel. Gingival recession can occur as a result of incorrect tooth brushing, aging, periodontal diseases and surgical periodontal treatment which leads the gums to move away from their normal position. When the root of the tooth is exposed through gingival recession, the protective layer of cementum on the dentin can easily be removed and the dentin layer becomes exposed. Also, enamel loss as a result of aggressive tooth brushing, over consumption of acidic food and tooth grinding caused by stress can expose dentin. The dentin layer contains thousands of small tubules starting from the enamel and ending at the nerve of the tooth. When dentin is exposed, stimuli cause changes in fluid flow through the tubules and this causes pain.

The choices to relieve dentin hypersensitivity by dentists are limited so many dentists recommend home use toothpastes with potassium salts, to desensitize the nerves which typically need 4-8 weeks to be significantly effective and do not treat the cause of hypersensitivity.

Reference: 1. Oral Care habits Study by TNS Piar Aug 2009
“The new breakthrough Pro-Argin™ technology is clinically proven to provide instant and lasting hypersensitivity relief.” Pro-Argin™ technology consists of 8% arginine (an amino acid naturally found in saliva) and an insoluble calcium compound. It plugs and seals the dentin tubules and thus provides hypersensitivity relief. The innovative Pro-Argin™ technology is introduced as two products: Colgate® Sensitive Pro-Relief™ Desensitizing Paste for dental office use to provide instant sensitivity relief that lasts for four weeks after a single application, and it can be used before or after dental procedures, such as professional cleaning; and the new Colgate® Sensitive Pro-Relief™ toothpaste containing 1450 ppm fluoride developed for routine daily use.

The new Pro-Argin™ technology helps patients with hypersensitivity to get instant and lasting sensitivity relief for a problem that they’ve had to live with for a long time.
Instant & lasting sensitivity relief with breakthrough Pro-Argin™ Technology

Pro-Argin™ Technology, comprised of arginine and an insoluble calcium compound in the form of calcium carbonate, is based on a natural process of tubule occlusion. It plugs open tubules to help block the pain sensations.

Colgate® Sensitive Pro-Relief™ with Pro-Argin™ Technology is the first toothpaste that is clinically proven to provide instant & lasting sensitivity relief:

• Instant relief when applied directly to the sensitive tooth with the fingertip and gently massaged for one minute
• Clinical studies demonstrated significantly greater sensitivity reduction with twice daily brushing compared to control toothpaste with potassium ions
• 1450 ppm fluoride for caries prevention
• Contains the Pro-Argin™ Technology as in the Colgate® Sensitive Pro-Relief™ Desensitizing Paste

Colgate® Sensitive Pro-Relief™ Toothpaste for the daily oral care of sensitive teeth

6 Docimo R et al J Clin Dent 2009; 20 (Spec Iss): 137-143