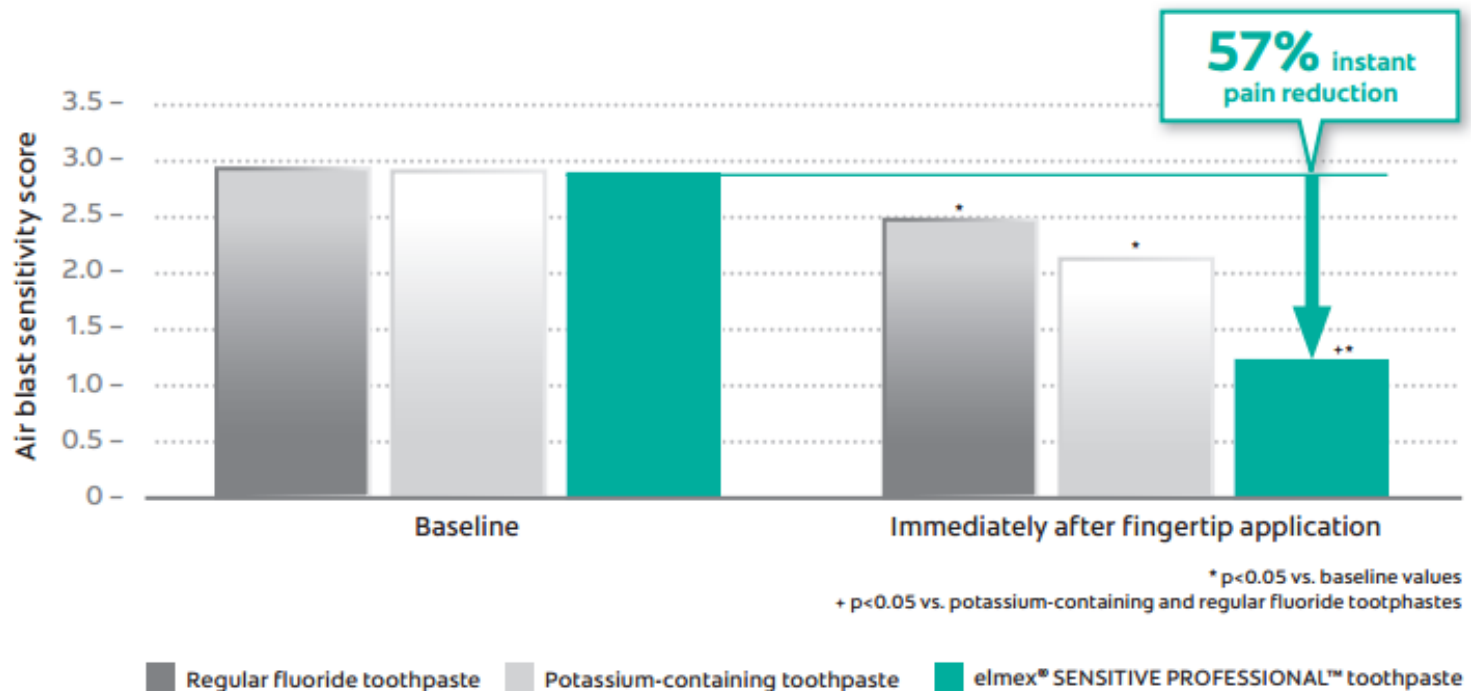


Välitön vihlontakivun lievittyminen

Provides Instant Hypersensitivity Pain Relief

RESULTS



- **elmex® SENSITIVE PROFESSIONAL™ toothpaste provides superior sensitivity pain relief compared to a potassium-containing toothpaste and a regular fluoride toothpaste immediately after a single application**

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COCHRANE REVIEW ESSENTIALS

- double-blind, parallel, randomised clinical study
- 120 participants
- 3-day study duration
- Performed at the Canadian Clinical Research Center, Mississauga, Ontario, Canada
- Published in 2009 in the Journal of Clinical Dentistry by Ayad F, Ayad N, Delgado E, Zhang YP, DeVizio W, Cummins D, Mateo LR.: Comparing the efficacy in providing instant relief of dentin hypersensitivity of a new toothpaste containing 8.0% arginine, calcium carbonate, and 1450 ppm fluoride to a benchmark desensitizing toothpaste containing 2% potassium ion and 1450 ppm fluoride, and to a control toothpaste with 1450 ppm fluoride: a three-day clinical study in Mississauga, Canada. Clin Dent 20 (2009), Special issue, 115-122.

IMPLICATION FOR PRACTICE

A single fingertip application of elmex® SENSITIVE PROFESSIONAL™ toothpaste provides **instant hypersensitivity pain relief**. Patients that brush with elmex® SENSITIVE PROFESSIONAL™ toothpaste benefit from **superior sensitivity pain relief** compared to brushing with a potassium-containing desensitising toothpaste.

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PRODUCTS UNDER INVESTIGATION

- **Test:** elmex® SENSITIVE PROFESSIONAL™ toothpaste (8% arginine, calcium carbonate and 1450 ppm fluoride as monofluorophosphate (MFP))
 - **Positive control:** Commercially available desensitising, potassium-containing toothpaste (5% potassium nitrate and 1450 ppm fluoride as sodium fluoride)
 - **Regular fluoride toothpaste:** Commercially available toothpaste for daily use (1450 ppm fluoride as MFP)
-



STUDY PARTICIPANTS

120 subjects (47 males and 73 females aged 18–66 years) with established dentine hypersensitivity (at least 2 hypersensitive teeth with a tactile sensitivity score [Yeaple probe] of 10–50 grams of force and an air blast score of 2–3 on the Schiff Cold Air Sensitivity Scale.)



METHODS

Dentine hypersensitivity was assessed by tactile sensitivity and air blast sensitivity scores (Schiff Cold Air Sensitivity Scale to assess response to air stimulus: 0 = no pain; 3 = painful and subject asks applicator to stop).

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TRIAL PROCEDURE



CONCLUSION

elmex® SENSITIVE PROFESSIONAL™ toothpaste provides instant relief of dentine hypersensitivity, both immediately after direct application with a fingertip and after 3 days of use. elmex® SENSITIVE PROFESSIONAL™ toothpaste provides significantly more improvements in dentin hypersensitivity relative to both a benchmark potassium-based desensitising toothpaste and a regular fluoride (MFP) toothpaste.

Further publications with this product:

- Nathoo S et al. J Clin Dent 2009; 20 (Spec Iss): 123-130.
- Docimo R et al. J Clin Dent 2009; 20 (Spec Iss): 17-22.
- Petrou I et al. J Clin Dent 2009; 20(1): 23-31.