Introducing Sensodyne True White

Guide for dental professionals
Agenda

- Introduction
- Dentine hypersensitivity
- Tooth discolouration
- Current attitudes to tooth whitening
- Bleaching vs. whitening toothpastes
Need: Specialist Care for Sensitive Teeth

The incidence of dentine hypersensitivity is increasing¹

Research has shown as many as 7 in 10 patients may experience symptoms of dentine hypersensitivity²

However, in a recent study 2 in 5 patients experienced pain on tooth stimulation.³ Of these, 28.4% said that the pain was ‘very important’ or ‘important’ to them

Only about half of people who suffer with dentine hypersensitivity consult their dentist about their pain²

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² Sensitivity Sizing Research – Incite, July 2014
Your patients may be coping with dentine hypersensitivity

Avoiding hot and cold drinks or ice-cream¹

Failing to comply fully with oral care instructions, e.g. not brushing the affected teeth¹

Potentially avoiding appointments because of fear of major dental work¹

¹ GSK Data on File (Sensitive Teeth AU 2008).
SEEK: whiter teeth

Many people are dissatisfied with the colour of their teeth

• More than 1 in 5 people have been shown to be dissatisfied with their teeth colour\(^1\)
• Literature suggests that younger people are more concerned about teeth appearance than older people\(^2\)

Whiter teeth: a top priority for many people

‘If you could change one thing about your teeth, what would it be?’

- Whiter teeth
- Fewer Fillings
- Straighter teeth
- Hadn’t had so many removed
- Gums to be in better condition
- Wouldn’t change anything
- Fewer stains
- Other

1. Simplyhealth’s Annual Dental Survey 2012.
Why do patients want whiter teeth?

Self esteem
- White, evenly spaced teeth can make people appear more attractive

Peer/media pressure
- Popular press glamourises the ‘perfect’ smile

Tooth whitening is the ‘most aspiring’ dental treatment*

A large number of patients would consider having whitening treatment in the future

- A UK Dental Health Survey conducted in 2011 reported 47% of the adult population would consider having their teeth whitened1
  - Interest is greatest amongst the younger age groups with 12% of 25-34 year olds having had the procedure
  - Men are more likely to whiten their teeth than women

*In a UK 2011 survey, tooth whitening was reported as the ‘most aspiring’ dental treatment1
1. Annual National Dental Health Survey, 2011
Interest in tooth whitening is increasing, especially amongst younger people\(^1\)

- There has been a significant increase in the number of tooth whitening and bleaching procedures being carried out in Europe and the US in recent years\(^2,3\)

There are over **143,100** searches for teeth whitening globally per month\(^4\)

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Teeth whitening options: In-office or at home

The options divide broadly into¹

• In-office, professionally applied
  Bleaching, scale and polish, power or laser whitening

• Patient home use, dentist prescribed
  Bleaching

• Non-dental surgery retail
  Treatments or kits applied in non-dental retail settings eg. Shopping centers

• Over-the-counter/consumer purchased and applied
  Toothpastes, gels
  Many people purchase both a whitening and a sensitivity toothpaste

¹ ADA 2009
The current dilemma

Need care for sensitive teeth

As many as 1 in 3 people may experience symptoms of dentine hypersensitivity\(^1\)

Seek whiter teeth

More than 1 in 5 people have been shown to be dissatisfied with the colour of their teeth\(^2\)

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Dentine hypersensitivity patients have been shown to switch between sensitive and whitening toothpastes\textsuperscript{1,2}

- The primary mode of action of many whitening toothpastes is via abrasive action\textsuperscript{3}

- Abrasive particles ‘scour’ debris from the surface of the tooth in order to remove extrinsic tooth stains\textsuperscript{4}

- Dentine is up to 10 times softer than enamel making the exposed dentine of sensitive teeth more susceptible to wear\textsuperscript{5}

Many everyday whitening toothpastes have higher abrasivity

- Relative Dentine Abrasion (RDA) is a technique used to measure the abrasivity of toothpastes. Toothpastes with an RDA of up to 250 are considered safe for normal daily use\(^1\)

Toothpastes with an RDA of 150-250 are still classified as safe for daily use but are at the higher end of the daily toothpaste range.

- Effect of abrasion on dentine hypersensitivity
  - Many everyday whitening toothpastes have higher abrasivity\(^2\)
  - Brushing with abrasive toothpaste can wear the sensitive areas of your teeth

Now you can recommend a novel, ultra-low abrasion, twice-daily toothpaste for your patients who need to care for their sensitive teeth and seek gentle whitening.
Sensodyne True White – Sensitivity care in an ultra-low abrasion formulation

Need sensitivity care

SLS Free
1450ppm Fluoride

Seek whiter teeth

5% sodium tripolyphosphate (STP) for active stain removal and prevention\(^5\)-\(^8\) in an ultra low abrasion formulation\(^9\)

Sensodyne True White – Gentle stain removal and prevention

• **ACTIVE STAIN LIFTING**
  With twice daily brushing, Sensodyne True White helps to lift stain from the surface of the tooth by competing with the stain-forming molecules for binding sites on the salivary pellicle.

• **ACTIVE STAIN PREVENTION**
  Sodium tripolyphosphate (STP) in Sensodyne True White is known to bind up the calcium ions, which have been shown to play a role in the tooth staining process, preventing them from facilitating the dental staining process.

Helps remove and prevent dental stain with twice daily brushing, without compromising sensitivity care.

Comparable stain removal to an everyday toothpaste that is 5 times more abrasive*1

Adapted from GSK DOF: Data on File¹

¹No significant differences at week 6 (p>0.05). Double-blind, randomised, control, three-arm, parallel group study. 2 weeks of chlorhexidine forced staining followed by twice-daily brushing with test products (ultra-low abrasivity toothpaste RDA~12, low abrasivity toothpaste RDA~25, standard fluoride toothpaste, RDA~70) for 6 weeks. Stain assessment of the area and intensity of dental stain on teeth.

1. GSK DOF: Z2860415
Sensodyne True White has an ultra-low abrasion formulation

Ultra-low abrasive Sensodyne with 5% STP is more than 10 times less abrasive than many everyday whitening toothpastes.

1. GSK data on file.
Ultra-low abrasion - gentle on exposed dentine

Clinically proven to be as gentle on dentine as brushing with water*1

Adapted from GSK DOF: Data on File1

*No significant difference between an ultra-low abrasive 5% potassium nitrate toothpaste with 5% STP and water (Day 5 and 10) (p>0.05). Higher abrasion toothpastes showed significantly more dentine loss compared to an ultra-low abrasive 5% potassium nitrate toothpaste with 5% STP and water, (p<0.001). Single blind, randomised, cross-over, in situ study.

Dentine loss determined by contact profilometry. Contact profilometry: Statistically significantly more dentine was lost following treatment with the moderate and high abrasive toothpastes compared to the ultra low abrasive toothpaste (at Day 5 and 10) and water (at Day 10). Dentine loss for the ultra low RDA toothpaste compared to water at Day 10 did not show a statistically significant difference.

1. GSK DOF: Z2860435
Sensodyne True White

Ultra-low abrasion for your patients who need effective sensitivity care and seek gentle whitening

- Sodium Tripolyphosphate (STP) actively lifts and prevents extrinsic dental stains whilst caring for your patients’ sensitive teeth\(^1\)\(^3\)
- Patented ultra-low abrasion formulation (RDA level 1.3), minimising the wear to your patients’ exposed dentine\(^6\)
- Specially designed for patients with sensitive teeth
- Contains 5% Potassium Nitrate
- 1450 ppm Fluoride, Sodium Lauryl Sulfate (SLS) free

Recommend Sensodyne – specialist expertise for patients with sensitive teeth

More information available at: www.gsk-dentalprofessionals.co.uk/truewhite
Whitening treatments can cause tooth sensitivity

- Although professional whitening treatments give the effective results in terms of tooth whitening, they are associated with causing tooth sensitivity\(^1\)
  - Sensitivity can occur in up to 2 in 3 of patients during early stages after bleaching\(^2\)

- The sensitivity caused by tooth whitening is not classified as dentine hypersensitivity