

# Dental Brochure

## 2014



biotène®

Aquafresh

SENSODYNE®  
PRONAMEL®

POLIGRIP

SENSODYNE®

CORSODYL®

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DAILY

macleans

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## Aquafresh Triple Protection Toothpaste

- Fresh & Minty
- Mild & Minty

### Description

Triple protection daily use toothpaste.

- Aquafresh® Triple Protection Toothpaste cares for the mouth, to help keep it healthy and happy
- Whilst brushing, the great tasting<sup>1</sup> formulation delivers replenishing fluoride into enamel, helping to strengthen teeth from the inside out
- Available in two mint flavours

### Contains

Sodium fluoride (1450 ppm fluoride).



## Aquafresh Extreme Clean Pure Breath Toothpaste

### Description

Daily use toothpaste with micro-active foam and pure breath formula.

- Goes beyond freshening to purify breath
- The micro-active foam releases thousands of bubbles to penetrate the hard-to-reach areas of the mouth such as between the teeth and tongue
- Pure breath formula targets bacteria to help neutralise bad breath

### Contains

Sodium fluoride (1400 ppm fluoride).







## Aquafresh Extreme Clean Pure Breath Whitening Toothpaste

### Description

Daily use toothpaste with micro-active foam plus pure breath and whitening formula.

- Goes beyond freshening to purify breath
- The micro-active foaming toothpaste neutralises odours to make breath 80% purer,\* whitens teeth and leaves a feeling of clean like no other

### Contains

Sodium fluoride (1400 ppm fluoride).



## Aquafresh Active Whitening Toothpaste

### Description

Triple protection daily use whitening toothpaste.

- Strong, whiter teeth with regular brushing compared with a family toothpaste
- The tiny cleaning particles gently polish teeth, helping to revive their natural whiteness
- Cares for the mouth, to help keep it healthy and happy

### Contains

Sodium fluoride (1450 ppm fluoride).



\*Immediately after brushing vs. a zinc free toothpaste



## Aquafresh Active 12hr Protection Toothpaste

### Description

Triple protection daily use toothpaste with antibacterial action.

- 12 hour protection from decay
- During brushing, an active mineral binds to the surface of teeth, creating a protective barrier
- Cares for the mouth, to help keep it healthy and happy

### Contains

Sodium fluoride (1450 ppm fluoride).



## Aquafresh Active Cavity Protection Toothpaste

### Description

Daily use toothpaste with cavity protection.

- During brushing, the multi-active formula gets to work throughout the mouth, strengthening the teeth and protecting them against cavities
- Cares for the mouth, to help keep it healthy and happy

### Contains

Sodium fluoride (1400 ppm fluoride).





## Aquafresh Active Fresh Breath Toothpaste

### Description

Triple protection daily use toothpaste.

- Fresh, purer breath\*
- During brushing, the micro-active formula gets to work throughout the mouth, leaving breath purer for hours afterwards
- Cares for the mouth, to help keep it healthy and happy

### Contains

Sodium fluoride (1400 ppm fluoride).



## Aquafresh High Definition White Toothpaste - Illuminating Mint - Tingly Mint

### Description

Daily use whitening toothpaste.

- Up to 3x better whitening† for an illuminating effect
- Starts removing stains and polishing the surfaces of teeth from the first brush
- Contains our unique micro-fine ILLUMIPEARLS™ technology

### Contains

Sodium fluoride (1450 ppm fluoride).



\* Compared to a non-antibacterial toothpaste

† Compared to a regular toothpaste



## Aquafresh Milk Teeth Toothpaste

### Description

Gentle care for milk teeth.

- Specially designed by dental experts for children aged 0-2 years
- Provides gentle care and cavity protection for milk teeth to help ensure their adult teeth come through healthy and strong
- Gently cleans
- Low abrasivity
- Free from artificial colours or flavours

### Contains

Sodium fluoride (1000 ppm fluoride).



## Aquafresh Little Teeth Toothpaste

### Description

Protection for growing teeth.

- Specially designed by dental experts for children aged 3-5 years
- Gentle care and cavity protection for the child's teeth to help ensure their adult teeth come through healthy and strong
- Low abrasivity
- Child-friendly mild mint flavour

### Contains

Sodium fluoride (1450 ppm fluoride).







## Aquafresh My Big Teeth Toothpaste

### Description

Protection for mixed teeth, gaps and gums.

- A foaming toothpaste specially designed for children aged 6+ years
- Helps strengthen and protect enamel from decay caused by plaque acid
- The three-striped protection formula provides gentle care and cavity protection
- Gently cleans

### Contains

Sodium fluoride (1450 ppm fluoride).



## Aquafresh Milk Teether

### Description

Specially designed to soothe & clean during teething.

- Specially designed with paediatric dentists to engage the baby, help soothe their gums and clean their emerging teeth throughout the teething process
- Multi-zone teething sections designed to help reach different areas of their mouth
- Multi-sensory surfaces designed to help massage and soothe their gums

Recommended for use from the first signs of teething for children aged 3+ months.







## Aquafresh Milk Teeth Toothbrush

### Description

Specially designed by dental experts for children aged 0-2 years.

- Multi-angled soft bristles to surround each tooth
- Soft bristles help reduce the risk of damage to gums
- Easy grip handle to help the child brush



## Aquafresh Little Teeth Toothbrush

### Description

Specially designed by dental experts for children aged 3-5 years.

- Colourful animal clip on bristle protectors help engage the child in brushing
- Easy grip handle
- Soft bristles clean teeth to help keep gums healthy
- Flexible neck bends to absorb excess pressure from brushing





## Aquafresh My Big Teeth Toothbrush

### Description

Specially designed for children aged 6+ years.

- Mixed bristle length to help clean in between teeth
- Suction pad for easy stand up
- Soft bristles help reduce the risk of damage to gums
- Flexible neck bends to absorb excess pressure from brushing





All Aquafresh toothbrushes have a flexible neck, called the flex zone, that bends to absorb excess pressure from brushing, helping to reduce the risk of damage to gums.

## Aquafresh Triple Protection Everyday Clean Toothbrush

### Description

Flex zone means it's gentle on gums.

- Rounded bristles help protect gums while removing plaque
- Comfortable non-slip rubber grip
- Flexible neck bends to help absorb excess pressure from brushing



## Aquafresh Active 3 Heads in 1 Toothbrush

### Description

Flex zone means it's gentle on gums

- 3 flexible elements in 1 head
- 5x better reach around the gum line\*
- Flexible neck bends to help absorb excess pressure from brushing



\* Compared to a standard flat-trim toothbrush in laboratory tests.



## Aquafresh Extreme Clean Deeper Clean Toothbrush

### Description

Flex zone means it's gentle on gums.

- The angled bristles are designed to clean in the hard-to-reach places
- Helps to thoroughly clean teeth
- Flexible neck bends to help absorb excess pressure from brushing
- Flexible tip that adapts to the individual shape of each tooth
- Chunky handle for improved brushing control



## Aquafresh Active Interdental Action Toothbrush

### Description

Flex zone means it's gentle on gums.

- Inspired by dental floss<sup>†</sup> for up to 50% deeper reach<sup>\*</sup>
- Long super slim bristles to reach deep in-between teeth
- Flexible neck bends to help absorb excess pressure from brushing



<sup>†</sup> Daily flossing is still recommended.

<sup>\*</sup> Compared to a standard flat-trim toothbrush in laboratory tests.



## Aquafresh Triple Protection In-Between Clean Toothbrush

### Description

Flex zone means it's gentle on gums.

- Rounded bristles help protect gums while removing plaque
- Flexible neck bends to help absorb excess pressure from brushing
- Comfortable non-slip rubber grip



## Aquafresh Ultimate Toothbrush

### Description

Wraps around teeth.

- Flexible gel-cushion head that wraps around teeth for 3x better cleaning\*
- Flex zone means it's gentle on gums



\*Compared to a standard flat-trim toothbrush in laboratory tests





## Aquafresh Extreme Clean Purifying Mouthwash

### Description

Purifying daily mouthwash.

- Actively freshens breath: reaches where the toothbrush can't to target sources of bad breath
- Helps clean the tongue: kills 99% of bad breath-causing bacteria found on the tongue\*
- Helps keep gums healthy: by effectively reducing the bacteria that cause plaque

### Contains

Sodium fluoride (250 ppm fluoride).



## Aquafresh Extra Care Mouthwash

### Description

Extra care daily mouthwash.

- Suitable for the whole family from age 6 years to adult
- Alcohol free
- Contains an active mineral which binds to the tooth's enamel, to protect in areas that need it most
- Available in two variants: Tingling Mint and Mint Breeze

### Contains

Sodium fluoride (250 ppm fluoride).



\* In laboratory tests.



## Aquafresh My Big Teeth Mouthwash

- Fruity Flavour
- Fresh Mint Flavour

### Description

Fluoride mouthwash to give all round protection for big teeth, little teeth, gaps and gums.

- Gets to places where brushing misses
- Alcohol and sugar free
- Fluoride protection for strong teeth
- All round protection for children
- Contains an anti-bacterial ingredient

Recommended for children aged 6+ years.

### Contains

Sodium fluoride (225 ppm fluoride).





## Biotène Oralbalance Saliva Replacement Gel

### Description

Gel for relief of dry mouth.

- Helps soothe and protect oral tissues against minor irritations
- Contains a mouth moisturising system to help protect the oral environment



## Biotène Fluoride Toothpaste

### Description

Toothpaste for people with dry mouth.

- Helps provide essential tooth protection

### Contains

Sodium Fluoride (1450 ppm fluoride)





## Biotène Moisturising Mouthwash

### Description

Moisturising mouthwash for people with dry mouth.

- Soothing gentle feel that helps clean, refresh, relieve dryness and soothe oral irritations
- Helps maintain the oral environment



### DID YOU KNOW?

Over 400 commonly prescribed drugs list dry mouth as a potential side effect.<sup>3</sup> Studies have also shown that the effect of dry mouth increases with the number of medications taken.<sup>4</sup>

# CORSODYL®

**Corsodyl Mint Mouthwash** (300 ml & 600 ml)  
**Corsodyl Original Mouthwash** (300 ml)  
**Corsodyl 0.2% Mouthwash**  
**– Alcohol Free** (300 ml)

## Description

Mouthwash for the treatment of gum problems.

Inhibits the formation of dental plaque.

## Active Ingredient

0.2% w/v chlorhexidine digluconate.

## Course

2 x 300 ml bottles or 1 x 600 ml bottle (for gingivitis).

## Usage

Rinse with 10 ml for one minute twice daily.

Recommended for patients with gingivitis, mouth ulcers and post surgery to promote healing.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.



**chlorhexidine digluconate**



**chlorhexidine digluconate**

## DID YOU KNOW?

58% of people have experienced bleeding gums when brushing.<sup>5</sup> Only 10% of patients would visit their dentist when they noticed bleeding gums.<sup>5</sup>

How many of your patients mention bleeding gums?



# CORSODYL®

## Corsodyl 1% w/w Dental Gel

### Description

Oral gel for the treatment of gum problems.

### Active Ingredient

1.0% w/w chlorhexidine digluconate.

### Usage

Brush with 1" (25 mm) of gel for one minute once or twice daily.

Recommended for patients with gingivitis and conditions that require a longer contact time with oral surfaces e.g. recurrent mouth ulcers and fungal infections of the mouth (oral thrush/ denture stomatitis) and post surgery to promote healing.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.



chlorhexidine digluconate

# CORSODYL®

## Corsodyl Spray

### Description

Mint spray for the treatment of difficult to reach gum problems.

### Active Ingredient

0.2% w/v chlorhexidine digluconate.

### Course

1-2 bottles (for gingivitis).

### Usage

Up to 12 actuations of spray twice daily.

Recommended for patients with gingivitis, especially for those unable to administer their own treatment and who have problems expectorating.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.



**chlorhexidine digluconate**

# CORSODYL®

## Corsodyl Daily Toothpaste

- Original
- Extra Fresh
- Whitening

### Description

Corsodyl Daily Toothpaste contains 70% specialised ingredients\*† to help maintain healthy gums and teeth.

Sodium Lauryl Sulfate (SLS) free.  
Suitable for use alongside chlorhexidine mouthwashes.

### Contains

Sodium bicarbonate, herbal extracts and sodium fluoride (1400 ppm fluoride).

### Instructions

Brush twice daily and not more than three times, minimise swallowing and spit out.

Not suitable for children under 12 years of age.

Recommended for patients as part of an ongoing maintenance programme for healthy gums and teeth.



\*Contains at least 70% w/w specialised ingredients  
† excludes whitening variant

# CORSODYL®

## Corsodyl Daily Mouthwash

- Cool Mint
- Fresh Mint

### Description

Clinically proven daily fluoride mouthwash with low strength chlorhexidine.

Available in Cool Mint and Fresh Mint flavours. Alcohol Free.

Use daily to help maintain healthy gums and teeth.

### Contains

0.06% w/v chlorhexidine digluconate and sodium fluoride (250 ppm fluoride).

### Instructions

Use twice daily. Rinse with 10 ml for 1 minute then spit out.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.



## Corsodyl Daily Toothbrush

### Description

- Small head cleans even hard to reach areas effectively
- Shorter outer bristles adapt to delicate areas like the gum line, and clean with care
- Available in soft and medium bristles



# CORSODYL®

## Corsodyl Daily Expanding Floss

### Description

- Helps remove plaque for healthy gums and teeth
- Expands within interproximal spaces
- Contains sodium fluoride



## Corsodyl Daily Gentle Tape

### Description

- Helps remove plaque for healthy gums and teeth
- Designed to move easily between teeth
- Contains sodium fluoride







## Macleans Fresh Mint Toothpaste

### Description

Daily use toothpaste with natural peppermint oil.

### Contains

Sodium fluoride (1450 ppm fluoride).

### Features

- Clinically proven for healthy gums
- Natural peppermint oil for invigorating fresh breath
- Antibacterial action for protection against bad breath



## Macleans Whitening Toothpaste

### Description

For visibly whiter teeth and whitening that lasts longer.\*

### Contains

Sodium fluoride 0.32% w/w  
(1450 ppm fluoride).

### Features

- Whitening microparticles effectively whiten
- Leaves an invisible barrier to help prevent discolouration and dullness



\*With regular brushing compared with a family toothpaste. As assessed by dental professionals.



## Macleans Ice Whitening Toothpaste

### Description

For visibly whiter teeth and whitening that lasts longer.\*

### Contains

Sodium fluoride 0.31% w/w  
(1450 ppm fluoride).

### Features

- Gently removes stains without damaging the enamel
- Helps protect against plaque and decay with regular brushing



## Macleans White & Shine Toothpaste

### Description

Helps provide visibly shinier and smoother teeth in one week.\*

### Contains

Sodium fluoride 0.32% w/w  
(1450 ppm fluoride).

### Features

- Microscopic whitening pearls clean, whiten and polish for a smooth, shiny appearance
- Whitening and shine that lasts longer\*



\*With regular brushing compared with a family toothpaste.  
As assessed by dental professionals.



## Macleans Confidence Mouth Spray

### Description

Sugar-free, fresh breath spray.

### Features

- Helps to give extra freshness to the whole mouth
- Gives confidence of extra fresh breath at any place and time



### DID YOU KNOW?

Macleans has been looking after Britain's smiles for over 70 years.



Denture fixatives have been shown to improve patients' satisfaction with their well-fitting dentures.<sup>6</sup> Poligrip fixatives help seal out food particles and can provide increased confidence and improved denture comfort compared to no adhesive.<sup>6</sup>

## Poligrip Ultra Denture Fixative

### Description

Denture fixative.

- Helps to seal out food particles
- All day hold
- Ultra fresh mint

### Ooze control tip:

- Means that fixative goes on thinly and flat
- Helps control the amount dispensed
- Helps reduce ooze and waste

Recommended for patients wearing complete dentures.



## Poligrip Flavour Free Denture Fixative

### Description

Denture fixative.

- Helps to seal out food particles
- All day hold
- Free of artificial colours and flavours

### Ooze control tip:

- Means that fixative goes on thinly and flat
- Helps control the amount dispensed
- Helps reduce ooze and waste

Recommended for patients wearing complete dentures.





## Poligrip Gum Care Denture Fixative

### Description

Denture fixative.

- Helps to seal out food particles
- All day hold
- Neutral flavour
- Helps prevent gum irritation

### Ooze control tip:

- Means that fixative goes on thinly and flat
- Helps control the amount dispensed
- Helps reduce ooze and waste

Recommended for patients wearing complete dentures.



### DID YOU KNOW?

Using a denture fixative can seal out up to 74% more food particles compared to no adhesive.<sup>7</sup>

Could you help to improve your denture patients' comfort when eating?





Poligrip Denture Cleansing Tablets deep clean dentures where brushing can miss. Non-abrasive formula cleans<sup>8</sup> without scratching,<sup>9</sup> leaving fewer places for bacteria to grow and cause bad breath.

## Poligrip Total Care Denture Cleansing Tablets

### Description

Denture cleansing tablets.

- Antibacterial: kills 99.9% of odour causing bacteria
- Helps prevent plaque induced irritation\*
- Works in denture surface pores

Recommended for patients wearing complete dentures.

### Usage

Suitable for daily use.

## Poligrip 3 Min Ultra Denture Cleansing Tablets

### Description

Denture cleansing tablets.

- Deep clean in 3 minutes
- Restores whiteness by removing tough stains
- Leaves dentures fresh

Recommended for patients wearing complete dentures.

### Usage

Suitable for daily use.



\*When used as directed



## Poligrip FreshFoam Denture Cleanser

### Description

No-soak denture cleanser

- Non-abrasive foam formula to clean dentures without scratching
- Kills 99.9% of odour-causing bacteria<sup>10</sup>
- Removes stains and plaque<sup>11\*</sup>

Recommended for patients wearing complete or partial dentures.



\*When used as directed



## Poligrip for Partials Clean & Protect Denture Cleansing Tablets

### Description

Partial denture cleansing tablets.

- Reduces plaque and stain build-up<sup>12\*</sup>
- Suitable for use with metal clasps<sup>13</sup>
- Kills 99.9% of odour causing bacteria<sup>14</sup>
- Helps patients protect the health of their remaining dentition as part of an oral care routine

Recommended for patients wearing partial dentures.



## Poligrip for Partials Seal & Protect Denture Fixative

### Description

Partial denture fixative.

- Helps stabilise partial dentures to reduce movement against the gum and neighbouring teeth<sup>15</sup>
- Helps seal out food particles to reduce gum irritation<sup>15</sup>
- Helps patients protect the health of their remaining dentition as part of an oral care routine

Recommended for patients wearing partial dentures.



\*When used as directed



POWERED BY NOVAMIN®

## Sensodyne Repair & Protect Toothpaste

## Sensodyne Repair & Protect Extra Fresh Toothpaste

## Sensodyne Repair & Protect Whitening Toothpaste

### Description

The first daily use Sensodyne toothpaste to contain fluoride and NovaMin® advanced anti-sensitivity technology, which protects teeth by building a substantive reparative layer over exposed dentine using the natural building blocks of teeth.<sup>16-20</sup>

Recommended for patients with sensitive teeth.

Dentist consultation advised for children 12 years and under.

### Contains

Calcium Sodium Phosphosilicate (NovaMin®), Sodium Monofluorophosphate 1.08% w/w (1450 ppm fluoride).





POWERED BY NOVAMIN®

## Sensodyne Complete Protection Toothpaste

## Sensodyne Complete Protection Extra Fresh Toothpaste

### Description

- Powered by NovaMin® to build a substantive hydroxyapatite-like layer over exposed dentine and within the dentine tubules<sup>17,21</sup>
- Binds firmly to the dentinal collagen<sup>22,23</sup> to withstand daily oral challenges<sup>18,20,24,25</sup>

Recommended for patients with sensitive teeth who seek all-round benefits from a twice-daily toothpaste.

### Contains

Calcium Sodium Phosphosilicate (NovaMin®), Sodium Monofluorophosphate 1.08% w/w (1450 ppm fluoride).







**Products specially formulated  
for sensitive teeth**

## Sensodyne Rapid Relief Toothpaste

### Description

- Clinically proven to provide patients with rapid\* and long-lasting\*\* relief from the pain of sensitive teeth<sup>26,27</sup>
- Sensodyne Rapid Relief works in just 60 seconds<sup>26\*</sup>
- The strontium acetate formulation creates acid-resistant occlusion of dentine tubules<sup>28,29</sup>

Recommended for patients with sensitive teeth.

Dentist consultation advised for children 12 years and under.

### Contains

Strontium acetate, Sodium fluoride  
0.23% w/w (1040 ppm fluoride).



## Sensodyne Classic Toothpaste

### Description

- Daily use toothpaste
- Clinically proven to relieve the pain of sensitive teeth
- Does not contain fluoride

Recommended for patients with sensitive teeth.

Contains strontium chloride hexahydrate  
10% w/w.



\*When directly applied with finger tip for one minute. Individual results may vary.

\*\*When used twice daily



## Sensodyne Daily Care Toothpaste

### Description

- Everyday care for sensitive teeth
- Fresh flavour
- Sodium fluoride helps prevent tooth decay (including the vulnerable areas where gums have receded)
- Does not contain Sodium Lauryl Sulfate (SLS)

Recommended for patients with sensitive teeth.

### Contains

Potassium nitrate, Sodium fluoride  
0.315% w/w (1450 ppm fluoride).





## Sensodyne Gentle Whitening Toothpaste

### Description

- Daily use toothpaste
- Specially formulated to remove stains gently yet effectively, restoring teeth to their natural whiteness
- Contains fluoride to help fight tooth decay
- Does not contain Sodium Lauryl Sulfate (SLS)

Recommended for patients with sensitive teeth.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.

### Contains

Potassium nitrate, Sodium fluoride 0.306% w/w (1400 ppm fluoride).



## Sensodyne Daily Care Gel

### Description

- A daily use gel that has been specially formulated for people with sensitive teeth
- The gel formula delivers the everyday protection of a regular toothpaste and does not contain the detergent Sodium Lauryl Sulfate (SLS)
- Regular brushing helps strengthen teeth, fights tooth decay and promotes gum health

Recommended for patients with sensitive teeth.

### Contains

Potassium nitrate, Sodium fluoride 0.315% w/w (1450 ppm fluoride).





## Sensodyne Extra Fresh Toothpaste

### Description

- Daily use toothpaste, with the everyday protection of a regular toothpaste
- Specially formulated for people with sensitive teeth
- With an extra stripe of gel to leave the mouth feeling really clean and fresh

Recommended for patients with sensitive teeth.

### Contains

Potassium nitrate, Sodium fluoride 0.315% w/w (1450 ppm fluoride).



## Sensodyne Gum Protection Toothpaste

### Description

- Daily use toothpaste specially formulated for people with sensitive teeth and to help keep gums healthy
- With twice daily brushing, it helps to remove plaque above the gum line, and works to help maintain healthy gums
- It also contains fluoride to help protect against tooth decay
- Does not contain Sodium Lauryl Sulfate (SLS)

Recommended for patients with sensitive teeth.

### Contains

Potassium nitrate, Sodium fluoride 0.315%w/w (1450 ppm fluoride).





## Sensodyne Multi Action Toothpaste with iso-active® technology

### Description

- Daily use toothpaste specially formulated for people with sensitive teeth
- With iso-active® technology
- Unique formula transforms into microfine foam during brushing, penetrating hard to reach areas to thoroughly clean the whole mouth

Recommended for patients with sensitive teeth.

Dentist consultation advised for children under 12 years.

### Contains

Potassium nitrate, Sodium fluoride 0.315% w/w (1450 ppm fluoride).



## Sensodyne Whitening Toothpaste with iso-active® technology

### Description

- Daily use toothpaste specially formulated for people with sensitive teeth
- With iso-active® technology
- Unique formula transforms into microfine foam during brushing, penetrating hard to reach areas to thoroughly clean the whole mouth
- It gently removes stains to restore the natural whiteness of teeth

Recommended for patients with sensitive teeth.

Dentist consultation advised for children under 12 years.

### Contains

Potassium nitrate, Sodium fluoride 0.315% w/w (1450 ppm fluoride).







## Sensodyne Daily Care Toothbrush

### Description

Toothbrush specially designed for gentle, thorough cleaning of sensitive teeth.

- Tapered, extra-soft bristle structure to gently clean sensitive teeth and gums
- Small head to reach even hard-to-reach areas of the mouth
- Non-slip handle for a secure hold

Recommended for patients with sensitive teeth.



## Sensodyne Precision Soft and Medium Toothbrush

### Description

Toothbrush specially designed for people with sensitive teeth.

- Round ended bristles to help prevent gum irritation
- Dome shaped head to adapt to the gum line
- Small head for better access

Recommended for patients with sensitive teeth.





## Sensodyne Search 3.5 Toothbrush

### Description

Compact toothbrush.

- Gentle round filament ends, to help prevent gum damage
- Slim neck for easy access to all areas of the mouth
- Broad handle for a comfortable grip

Recommended for all patients. This toothbrush can only be purchased from dentists.



## Sensodyne Complete Protection Toothbrush - Soft and Medium

### Description

Toothbrush specially designed for people with sensitive teeth.

- Small angled head
- Soft outer bristles and inner twisting bristles
- Provides gum cleaning, enamel cleaning and plaque removal

Recommended for patients with sensitive teeth.





## Sensodyne Gentle Mouthrinse

### Description

Alcohol free formula mouthrinse to help care for sensitive teeth and gums.

- Contains fluoride to help strengthen teeth and fight decay
- Mild mint taste for fresh breath
- Specially formulated for people with sensitive teeth

Recommended for patients with sensitive teeth aged 6+ years.

### Contains

Sodium fluoride (250 ppm fluoride),  
Potassium chloride.



### DID YOU KNOW?

Around 50% of patients who have sensitive teeth suffer in silence without seeking dental advice.<sup>30</sup>

How many sensitivity sufferers could be sitting in your waiting room?



Modern diets and eating habits are exposing teeth to frequent acid attacks, which can lead to significant tooth wear. When used twice daily, Pronamel aids micro hardening to help protect teeth from the effects of Acid Wear.

## Pronamel Daily Protection Toothpaste

### Description

Daily use toothpaste to help protect against the effects of Acid Wear.

### Features

- Helps re-harden acid softened enamel
- Optimised fluoride formulation
- Neutral pH
- Low abrasivity
- A minty taste that keeps mouth feeling fresh and clean
- Does not contain Sodium Lauryl Sulfate (SLS)

Recommended for patients who may be at risk from Acid Wear.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.

### Contains

Potassium nitrate, Sodium fluoride (1450 ppm fluoride).



### DID YOU KNOW?

Acid Wear is a common condition – in a survey carried out in January 2013, about 84% of dentists reported seeing the condition every week and 86% felt that the condition was on the increase.<sup>31</sup> Pronamel toothpastes help protect against the effects of Acid Wear.<sup>32-34</sup>



## Pronamel Gentle Whitening Toothpaste

### Description

Pronamel Gentle Whitening Toothpaste is specially formulated to protect against the effects of Acid Wear and also gently yet effectively remove stains, restoring teeth to their natural whiteness.

### Features

- Helps re-harden acid softened enamel
- Optimised fluoride formulation
- Neutral pH
- Does not contain Sodium Lauryl Sulfate (SLS)

Recommended for patients who may be at risk of Acid Wear.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.

### Contains

Potassium nitrate, Sodium fluoride (1450 ppm fluoride).



### DID YOU KNOW?

Research shows that almost 1 in 3 young adults suffer from tooth wear and that the condition is most prevalent in adults aged 26-35 years.<sup>35</sup>





## Pronamel Extra Freshness Toothpaste

### Description

Pronamel Extra Freshness Toothpaste is specially formulated to help protect against the effects of Acid Wear and keep the mouth feeling clean and fresh.

### Features

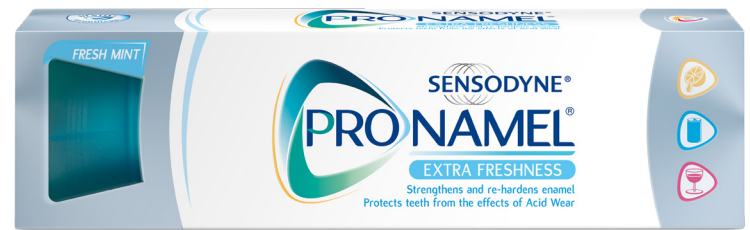
- Helps re-harden and strengthen enamel
- Optimised fluoride formulation
- Neutral pH
- Low abrasivity
- An extra fresh minty taste that keeps the mouth feeling clean and fresh
- Does not contain Sodium Lauryl Sulfate (SLS)

Recommended for patients who may be at risk from the effects of Acid Wear.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.

### Contains

Potassium nitrate, Sodium fluoride (1450 ppm fluoride).





## Pronamel Daily Mouthwash

### Description

When used with Pronamel toothpaste, Pronamel Daily Mouthwash provides extra protection against the effects of Acid Wear.<sup>36</sup> Its unique Tri-Hydra™ polymer formulation enhances delivery of fluoride to the tooth's surface.

### Features

- Helps re-harden acid softened enamel
- Helps protect against tooth decay
- Extra protection against the effects of Acid Wear compared to brushing alone<sup>36</sup>
- Alcohol free
- Neutral pH
- A minty taste to keep the mouth feeling fresh and clean

Recommended for patients who may be at risk of Acid Wear.

Not for use by children under 12 years of age unless on advice of a dental professional or doctor.

### Instructions

Use twice daily.

### Contains

Sodium fluoride (450 ppm fluoride).





## Pronamel Toothbrush

### Description

Toothbrush designed to help protect tooth enamel. Effective, gentle cleaning.

- Flexible gel pad head holds the brush bristles to provide effective cleaning
- Micro-fine bristle ends are gentle on tooth enamel

Recommended for patients who are at risk of Acid Wear.



## Pronamel for Children Toothpaste

### Description

Pronamel for Children is specially formulated to help re-harden enamel, making it more resistant to acids. It also helps strengthen tooth enamel and helps protect against tooth decay. Its mild mint taste has been developed for children. Does not contain Sodium Lauryl Sulfate (SLS).

### Features

- Optimised fluoride formulation
- Neutral pH
- Low abrasivity
- Helps re-harden acid softened enamel
- Mild mint flavour

Recommended for children aged 6-12 years who may be at risk from Acid Wear.

### Contains

Sodium fluoride (1450 ppm fluoride).



# NiQuitin

## NiQuitin Clear Patch

### Description

Nicotine Replacement Therapy (NRT) to help smokers quit.

### Active Ingredient

Nicotine.

### Features

- Provides a continuous therapeutic nicotine supply for all day protection against cravings
- Available in three different strengths as part of a step down approach, delivering 21 mg (Step 1), 14 mg (Step 2) and 7 mg (Step 3)

Recommended for patients who want to quit abruptly. The patch provides continuous therapeutic nicotine for all day protection from cravings.



nicotine

# NiQuitin

## NiQuitin Minis Mint Lozenges NiQuitin Minis Orange Lozenges

### Description

NiQuitin Minis Mint and Orange flavour Lozenges to help smokers cut down the number of cigarettes they smoke a day.

### Active Ingredient

Nicotine.

### Features

- Mint available in 1.5 mg and 4 mg, Orange available in 1.5 mg
- Small in size, 4 mg can control cravings in just 3 minutes<sup>37</sup>
- Discreet and easy to use
- Available in packs of 20s or 60s

Recommended for patients who want to cut down or quit smoking and have the flexibility to tackle their cravings as and when they strike.





# NiQuitin

## NiQuitin PRE-QUIT Clear Patch

### Description

Nicotine Replacement Therapy (NRT) to help smokers quit.

### Active ingredient

Nicotine

### Features

- Eases patient into their quit as it allows them to smoke as needed for 2-4 weeks until quit day
- May help make quitting easier by making smoking less rewarding<sup>38</sup>
- PRE-QUIT followed by the step down patch programme significantly improves quit rates over step down programme alone<sup>\*38-41</sup>

Recommended for patients who smoke 10 or more cigarettes per day and want to ease themselves into quitting

\*Smoke as needed while wearing a patch 2-4 weeks before quit day



**nicotine**

# NiQuitin

## NiQuitin Strips Oral Film

### Description

Nicotine Replacement Therapy (NRT) to help smokers quit.

### Active Ingredient

Nicotine.

### Features

- Provides fast and effective craving relief<sup>42</sup>
- Effective against cue-provoked breakthrough cravings
- A unique oral NRT format – fast dissolving oral strips

Recommended for smokers who smoke 30+ minutes after waking and feel a unique NRT format will help them quit.



**nicotine**

### DID YOU KNOW?

The whole NiQuitin range is supported by the NiQuitin behavioural support programme. Smokers are more likely to succeed with support.

Recommend your patients visit [www.niquitin.co.uk](http://www.niquitin.co.uk) for more tips on quitting smoking.

# ZOVIRAX

## Zovirax Cold Sore Cream

### Description

Cold sore cream for treatment of herpes simplex virus infections of the lips and face (cold sores).

### Active Ingredient

Aciclovir 5% w/w.

### Features

- Available in tube and pump format

Recommended for patients with cold sores.



aciclovir

### DID YOU KNOW?

Approximately 70% of people have the herpes simplex virus.<sup>43</sup>



## CORSODYL PRODUCT INFORMATION

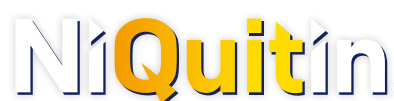
**Corsodyl Spray, Corsodyl Mint Mouthwash, Corsodyl Original Mouthwash, Corsodyl 0.2% Mouthwash (Alcohol Free), Corsodyl 1% w/w Dental Gel**

**Presentation:** *Spray, Mint Mouthwash and Alcohol free Mouthwash:* colourless solution containing 0.2% chlorhexidine digluconate. *Original Mouthwash:* pink solution containing 0.2% chlorhexidine digluconate. *Dental Gel:* 1% chlorhexidine digluconate. **Indications:** Plaque inhibition; gingivitis; maintenance of oral hygiene; post periodontal surgery or treatment; aphthous ulceration; oral candida. *Dental Gel:* to aid fluoride in caries prevention in high risk patients. **Dosage & Administration:** Adults and children 12 years and over: *Spray:* up to 12 actuations twice daily to affected areas. *Mint Mouthwash, Original Mouthwash and Alcohol free Mouthwash:* 10 ml rinse for 1 minute twice daily or pre-surgery. Soak dentures for 15 minutes twice daily. *Dental Gel:* Brush teeth with 1 inch of gel for 1 minute, once or twice daily. Ulcers, oral candidal infections: apply gel to affected areas for 1 minute, once or twice daily. Prevention of caries as part of a regimen: apply nightly for 5 minutes in close fitting tray. Treatment length: gingivitis 1 month. *Spray, Mint Mouthwash, Original Mouthwash and Alcohol free Mouthwash:* ulcers, oral candida 48 hours after clinical resolution. *Dental Gel:* ulcers, oral candida based on clinical response; prevention of caries as part of a regimen 14 days, repeated every 3-4 months on advice of healthcare professional. Children under 12 on healthcare professional advice only. **Contraindications:** Hypersensitivity to chlorhexidine or any of the excipients. **Precautions:** Keep out of eyes and ears, do not swallow, separate use from conventional dentifrices (e.g. rinse mouth and toothbrush between applications). In case of soreness, swelling or irritation of the mouth cease use of product. **Side effects:** Superficial discolouration of tongue, teeth and tooth-coloured restorations, usually reversible; transient taste disturbances and burning sensation of tongue on initial use; irritative skin reactions; extremely rare, generalised allergic reactions, hypersensitivity and anaphylaxis. *Spray, Mint Mouthwash, Original Mouthwash and Alcohol free Mouthwash:* Oral desquamation; parotid swelling. **Overdose:** *Spray, Mint Mouthwash and Original Mouthwash:* Due to the alcohol content (7%) ingestion of large amounts by children requires medical attention. **Legal category:** *Spray, Mint Mouthwash, Original Mouthwash and Alcohol free Mouthwash:* GSL. *Dental Gel:* P. **Product Licence Numbers and RSP excl. VAT:** *Spray:* PL 00079/0311, 60 ml £5.94. *Mint Mouthwash and Original Mouthwash:* PL 00079/0312 & 0313, 300 ml £4.17, 600 ml £8.17 (Mint only). *Alcohol free Mouthwash:* PL 00079/0608, 300 ml £4.26. *Dental Gel:* PL 00079/0314, 50 g £2.36. **Licence Holder:** GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. **Date of preparation:** July 2011.



## NIQUITIN PRODUCT INFORMATION

**NiQuitin Clear 21, 14, 7 mg Patch and NiQuitin Pre-Quit Clear 21 mg Patch (nicotine).** **Indications:** Relief/prevention of craving and nicotine withdrawal symptoms associated with tobacco dependence. Use with behavioural support. **Dosage: Adults (18 and over):** Once daily. Wear for 24 or 16 hours. **Abrupt cessation:** ≥ 10 cigs/day; 21 mg for 6 weeks, 14 mg for 2 weeks, 7 mg for 2 weeks. < 10 cigs/day: 14 mg for 6 weeks, 7 mg for 2 weeks. **Gradual cessation & Pre-Quit:** Use 21 mg patch for 2-4 weeks before abrupt cessation as above. **Reduction in smoking:** Reduce cigarette consumption as much as possible during patch use. **Temporary abstinence:** Use patch as needed. **Adolescents (12-17 years):** Abrupt cessation only. Dosing as for adults. **Contraindications:** Hypersensitivity, children < 12 years, occasional/non-smokers. **Precautions:** Supervise use if hospitalised for MI, severe dysrhythmia or CVA if haemodynamically unstable. Susceptibility to angioedema, urticaria. Discontinue if severe/persistent skin reactions. Renal/hepatic impairment, hyperthyroidism, diabetes, phaeochromocytoma, current/previous epilepsy. **Pregnancy/lactation:** Oral format preferable to patches unless nauseous. Remove patches at bedtime. **Side effects:** Transient rash, itching, burning, tingling, numbness, swelling, pain, urticaria, heaviness, hypersensitivity reactions. Headache, dizziness, tremor, seizures, sleep disorders, nervousness, palpitations, tachycardia, dyspnoea, pharyngitis, cough, GI disturbance, dry mouth, sweating, arthralgia, myalgia, asthenia, malaise, influenza-type illness, fatigue, anaphylaxis. **GSL** PL 00079/0356, 0355 & 0354. **PL holder:** GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. **Pack sizes and RSP (excl. VAT):** 7's £13.03; 14's £24.53 (21 mg only). **Date of revision:** April 2014.



## NIQUITIN PRODUCT INFORMATION

**NiQuitin Minis Mint 1.5 mg/4 mg Lozenges and NiQuitin Minis Orange 1.5 mg Lozenges (nicotine).** **Indications:** Relief/prevention of craving and nicotine withdrawal symptoms associated with tobacco dependence. Use with behavioural support. **Dosage: Adults (18 and over):** Use 1.5 mg strength if smoke  $\leq$  20/day, otherwise 4 mg. Max 15 lozenges/day. **Abrupt cessation:** 8-15 lozenges/day, use when urge to smoke. Taper use after 6 weeks. **Gradual cessation/reduction:** Use when strong urge to smoke. **Temporary abstinence:** One lozenge every 1-2 hours. **Adolescents (12-17 years):** Abrupt cessation only. Dosing as for adults. **Contraindications:** Hypersensitivity, non-smokers, children < 12 years. **Precautions:** Supervise use if hospitalised for MI, severe dysrhythmia or CVA if haemodynamically unstable. Susceptibility to angioedema, urticaria. Renal/hepatic impairment, hyperthyroidism, diabetes, phaeochromocytoma, current/previous epilepsy, GI disease. **Side effects:** GI disturbance, oral irritation, dizziness, headache, seizures, sleep disorders, anxiety, irritability, nervousness, depression, palpitations, tachycardia, cough, sore throat, rash, fatigue, malaise, chest pain, anaphylaxis. **[GSL] PL 00079/0610, 0611, 0683. PL holder:** GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. **Pack sizes and RSP (excl. VAT):** 20's £4.16, 60's £11.66. **Date of revision:** April 2014.

## NIQUITIN PRODUCT INFORMATION

**NiQuitin Strips Mint 2.5 mg Oral Film (nicotine).** **Indications:** Relief/prevention of craving and nicotine withdrawal symptoms associated with tobacco dependence. Use with behavioural support. **Dosage: Adults (18 and over):** Smokers who have their first cigarette > 30 minutes after waking only. Max 15 films/day. **Abrupt cessation:** Weeks 1 to 6, 1 film every 1-2 hours (min. 9/day). Weeks 7 to 9, 1 film every 2-4 hours. Weeks 10 to 12, 1 film every 4-8 hours. Then, 1-2 films/day if strongly tempted to smoke. **Gradual cessation/reduction:** Use when strong urge to smoke. **Temporary abstinence:** 1 film every 1-2 hours. **Adolescents (12-17 years):** Abrupt cessation only. Dosing as for adults. **Contraindications:** Hypersensitivity, non-smokers, children < 12 years. **Precautions:** Supervise use in smokers with recent MI, angina, severe cardiac arrhythmias, uncontrolled hypertension or recent CVA. Susceptibility to angioedema, urticaria. Renal/hepatic impairment, diabetes, phaeochromocytoma, hyperthyroidism, GI disease, current/previous epilepsy. Films contain < 100 mg ethanol. **Side effects:** Dizziness, sleep disorders, headache, cough, pharyngitis, pharyngolaryngeal pain, dyspnoea, nausea, eructation, salivation, GI disturbance, dysphagia, dry mouth, oral discomfort, ulcerative stomatitis, hypersensitivity, angioedema, urticaria, anaphylaxis, nervousness, tremor, seizures, palpitations, tachycardia, asthenia, fatigue, malaise, influenza type illness. **[GSL] PL 00079/0662. PL holder:** GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. **Pack sizes and RSP (excl. VAT):** 15's £4.58, 60's £14.16. **Date of revision:** April 2014.





## ZOVIRAX PRODUCT INFORMATION

**Zovirax Cold Sore Cream (aciclovir).** **Indications** Treatment of herpes simplex virus infections of the lips and face (cold sores). **Dosage and method of use** Apply 5 times a day for at least 4 days. Start treatment as early as possible. Continue for up to 10 days. **Contraindications** Hypersensitivity to aciclovir, valaciclovir, propylene glycol or any of the excipients. **Precautions** Only to be used on cold sores on the mouth and face. Not to be used inside the mouth or in the eye. Not for use in genital or ocular herpes. Refer immunocompromised patients to a doctor for treatment. Seek medical advice for severe recurrent or prolonged cold sores. **Side effects** Transient burning or stinging. Itching, mild drying or flaking of skin. Erythema, contact dermatitis. Immediate hypersensitivity reactions including angioedema, urticaria. **Legal category** **[GSL]** PL 00079/0634. **PL holder** GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. **Pack sizes and RSP (excl. VAT)** 2 g tube – £5.50; 2 g pump – £5.94. **Date of last revision** April 2014.

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**AQUAFRESH**, the iconic Nurdle device, **BIOTÈNE**, **CORSODYL**, **MACLEANS**, **POLIGRIP**, **SENSODYNE**, **PRONAMEL**, the rings device, **NIQUITIN**, **PRE-QUIT**, the **MINIS** device and **ZOVIRAX** are registered trade marks of the GSK group of companies.