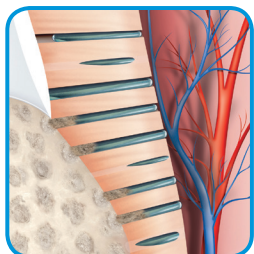


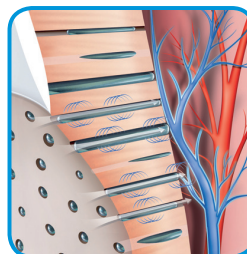
SENSITIVITY

Manage Sensitivity with the #1 Dentist Recommended Brand for Sensitivity

Sensodyne offers a range of products to provide relief for sensitivity*



Sensodyne with STANNOUS FLUORIDE formulations builds a robust layer over the exposed dentin and within the tubules^{1,2} to provide daily sensitivity protection†



Sensodyne with 5% POTASSIUM NITRATE works by depolarizing the nerve, preventing a reaction to stimuli

References: 1. Earl JS, Langford RM. Am J Dent. 2013;26(special issue A):19A-24A. 2. Burnett GR. Am J Dent. 2013;26 (special issue A):15A-18A.
† Forms a protective layer over the sensitive areas of the teeth. Brush twice a day for lasting sensitivity protection.

Sensodyne Sensitivity & Gum

Sensodyne Sensitivity & Gum is a daily toothpaste with a dual action formulation with a clinically proven ingredient to relieve sensitivity and improve gum health.

Sensodyne Sensitivity & Gum Active Ingredients:

Stannous fluoride 0.454%

Sensodyne Sensitivity & Gum Inactive Ingredients:

Glycerin, PEG-8, hydrated silica, pentasodium triphosphate, flavor, sodium lauryl sulfate, titanium dioxide, polyacrylic acid, cocamidopropyl betaine, sodium saccharin



Mint Trial, 0.8oz

Sensodyne Rapid Relief

Sensodyne Rapid Relief has a formulation that has been engineered for speed. The active ingredient, stannous fluoride, builds a layer over exposed dentin to quickly create a protective barrier over the sensitive areas of your teeth. This is what helps keep outside triggers from reaching the nerves, providing clinically significant sensitivity relief in 3-days with twice daily brushing.

Sensodyne Rapid Relief Mint

Sensodyne Rapid Relief Mint Active Ingredients:

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Sensodyne Rapid Relief Mint Inactive Ingredients:

glycerin, PEG-8, hydrated silica, pentasodium triphosphate, flavor, sodium lauryl sulfate, titanium dioxide, polyacrylic acid, cocamidopropyl betaine, sodium saccharin



Mint, 3.4oz

SENSITIVITY

Sensodyne

Sensodyne Fresh Mint works deep inside the tooth to soothe painful tooth sensitivity* and helps keep sensitive teeth pain from coming back. Sensodyne Fresh Mint toothpaste also has a mild mint flavor that leaves your mouth feeling fresh and clean.

*with twice daily brushing.

Sensodyne Fresh Mint

Sensodyne Fresh Mint Active Ingredients:

Potassium nitrate 5%
Sodium fluoride (0.25% w/v fluoride ion)

Sensodyne Fresh Mint Inactive Ingredients:

water, sorbitol, hydrated silica, glycerin, cocamidopropyl betaine, flavor, xanthan gum, titanium dioxide, sodium saccharin, sodium hydroxide, sucralose, yellow 10, blue 1



Fresh Mint Trial, 0.8oz

Sensodyne is the #1 Dentist Recommended brand for Sensitive Teeth in the U.S. Helps to remove stains for a whiter, brighter smile, while relieving tooth pain caused by sensitive teeth,* and helps to keep the pain from coming back.*

*with twice daily brushing.

Sensodyne Extra Whitening

Sensodyne Extra Whitening Active Ingredients:

Potassium nitrate 5%
Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Sensodyne Extra Whitening Inactive Ingredients:

water, hydrated silica, sorbitol, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, cocamidopropyl betaine, sodium methyl cocoyl taurate, xanthan gum, sodium hydroxide, sodium saccharin, sucralose



Extra Whitening Trial, 0.8oz
Extra Whitening, 4.0oz

Sensodyne Fresh Impact toothpaste leaves the mouth with a clean and fresh feeling. When used twice daily, it builds soothing protection around the nerve, deep inside the tooth, and helps to keep the pain from coming back.

Sensodyne Fresh Impact

Sensodyne Fresh Impact Active Ingredients:

Potassium nitrate 5%
Sodium fluoride 0.25% (0.15% w/v fluoride ion)

Sensodyne Fresh Impact Inactive Ingredients:

water, sorbitol, hydrated silica, glycerin, cocamidopropyl betaine, flavor, xanthan gum, titanium dioxide, sodium saccharin, sodium hydroxide, sucralose, blue 1



Fresh Impact, 4.0oz

Sensodyne Deep Clean

Sensodyne is specially formulated to relieve tooth sensitivity. When enamel is worn away or gums recede, the dentin underneath becomes exposed. This can lead to sensitivity pain, for example, with hot and cold drinks. Deep Clean works inside the tooth to help calm the nerves for 24 hours* and leaves your mouth feeling clean and fresh.

*with twice daily brushing.

Sensodyne Deep Clean Active Ingredients:

Potassium nitrate 5%
Sodium fluoride 0.25% (0.16% w/v fluoride ion)

Sensodyne Deep Clean Inactive Ingredients:

water, hydrated silica, sorbitol, glycerin, pentasodium triphosphate, PEG-8, sodium lauryl sulfate, flavor, xanthan gum, sodium hydroxide, cocamidopropyl betaine, sodium saccharin, blue 1



Deep Clean, 4.0oz

SENSITIVITY

Sensodyne Complete Protection

Sensodyne Complete Protection builds a protective layer over the sensitive areas of your teeth for lasting sensitivity protection* – and gives you all around dental care in one complete sensitivity toothpaste. With brushing twice a day, Sensodyne Complete Protection also helps strengthen and re-harden your enamel, protects against plaque, maintains healthy gums and helps you restore your teeth's natural whiteness.

*with twice daily brushing.

Sensodyne Complete Protection Original

Sensodyne Complete Protection Original Active Ingredients:

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Sensodyne Complete Protection Original Inactive Ingredients:

glycerin, PEG-8, hydrated silica, pentasodium triphosphate, flavor, sodium lauryl sulfate, titanium dioxide, polyacrylic acid, sodium saccharin, cocamidopropyl betaine



Original, 3.4oz

Sensodyne Complete Protection Extra Fresh toothpaste builds a protective layer over the sensitive areas of your teeth for lasting sensitivity protection* – and gives you all around dental care in one complete toothpaste. Sensodyne Complete Protection Extra Fresh toothpaste also helps strengthen and re-harden your enamel, protects against plaque, maintains healthy gums and helps you restore your teeth's natural whiteness*. Its extra fresh taste leaves a clean feeling in your mouth.

*with twice daily brushing.

Sensodyne Complete Protection Extra Fresh

Sensodyne Complete Protection Extra Fresh Active Ingredients:

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Sensodyne Complete Protection Extra Fresh Inactive Ingredients:

glycerin, PEG-8, hydrated silica, pentasodium triphosphate, sodium lauryl sulfate, flavor, titanium dioxide, polyacrylic acid, cocamidopropyl betaine, sodium saccharin



Extra Fresh, 3.4oz

Sensodyne Repair & Protect

With twice daily brushing, Sensodyne Repair & Protect toothpaste can actually repair sensitive teeth for lasting sensitivity protection.** Its active ingredient, stannous fluoride, builds a repairing layer over the vulnerable areas of your teeth and protects them from pain. When used as directed, Sensodyne Repair & Protect toothpaste provides effective lasting relief from the twinge of sensitivity and offers everyday cavity protection.

**Sensodyne Repair & Protect toothpaste is intended for relief of dentin hypersensitivity that occurs when sensitive teeth are exposed to hot or cold substances. It contains stannous fluoride, a well-established, effective tooth desensitizer with remineralization properties. There is general scientific consensus that occluding exposed dentin effectively relieves the pain of dentin hypersensitivity.

Sensodyne Repair & Protect Original

Sensodyne Repair & Protect Original Active Ingredients:

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Sensodyne Repair & Protect Original Inactive Ingredients:

glycerin, PEG-8, hydrated silica, pentasodium triphosphate, sodium lauryl sulfate, flavor, titanium dioxide, polyacrylic acid, cocamidopropyl betaine, sodium saccharin



Original, 3.4oz

Sensodyne Repair & Protect Extra Fresh

Sensodyne Repair & Protect Extra Fresh Active Ingredients:

Stannous fluoride 0.454% (0.15% w/v fluoride ion)

Sensodyne Repair & Protect Extra Fresh Inactive Ingredients:

glycerin, PEG-8, hydrated silica, pentasodium triphosphate, flavor, sodium lauryl sulfate, titanium dioxide, polyacrylic acid, sodium saccharin, cocamidopropyl betaine



Extra Fresh, 3.4oz

SENSITIVITY

Sensodyne

Sensodyne Tartar Control toothpaste works deep inside the tooth to soothe painful sensitivity* and helps to keep the pain from coming back, while also fighting tartar build up*. Additionally, Sensodyne Tartar Control leaves a fresh, clean feeling in your mouth.

*with twice daily brushing.

Sensodyne Tartar Control

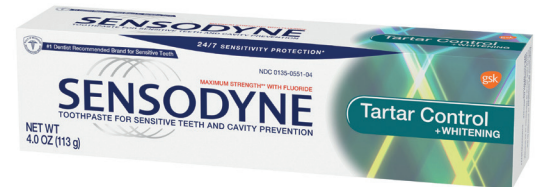
Sensodyne Tartar Control Active Ingredients:

Potassium nitrate 5%

Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Sensodyne Tartar Control Inactive Ingredients:

water, hydrated silica, sorbitol, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, cocamidopropyl betaine, sodium methyl cocoyl taurate, xanthan gum, sodium hydroxide, sodium saccharin, sucralose



Tartar Control, 4.0oz

Sensodyne Full Protection toothpaste builds a soothing protection around the nerve, deep inside the tooth to help relieve painful sensitivity*, and to help keep the pain from coming back*. It also prevents cavities and helps fight tartar build-up*, while its great taste leaves a fresh, clean feeling in your mouth.

*with twice daily brushing.

Sensodyne Full Protection

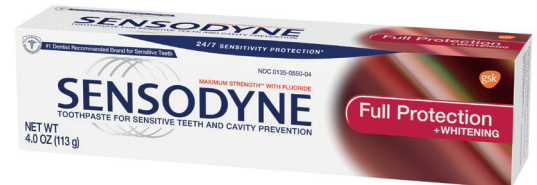
Sensodyne Full Protection Active Ingredients:

Potassium nitrate 5%

Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Sensodyne Full Protection Inactive Ingredients:

water, hydrated silica, sorbitol, glycerin, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, cocamidopropyl betaine, sodium methyl cocoyl taurate, xanthan gum, sodium hydroxide, sodium saccharin, sucralose



Full Protection, 4.0oz

Sensodyne True White

Sensodyne True White toothpaste has a low abrasive formula that will help whiten your teeth by gently lifting stains and creating a shield to help prevent new stains from forming.* If you suffer from tooth sensitivity, your teeth need special care. Brushing with highly abrasive toothpastes can cause wear to the sensitive areas of your teeth. With Sensodyne True White, you can have both sensitivity relief* and whiter teeth.

*With twice daily brushing.

Sensodyne True White Mint Active Ingredients:

Potassium nitrate 5%

Sodium fluoride 0.25% (0.16% w/v fluoride ion)

Sensodyne True White Mint Inactive Ingredients:

sorbitol, water, glycerin, hydrated silica, pentasodium triphosphate, PEG-8, flavor, titanium dioxide, sodium methyl cocoyl taurate, cocamidopropyl betaine, xanthan gum, sodium hydroxide, sodium saccharin



Mint, 3.0oz