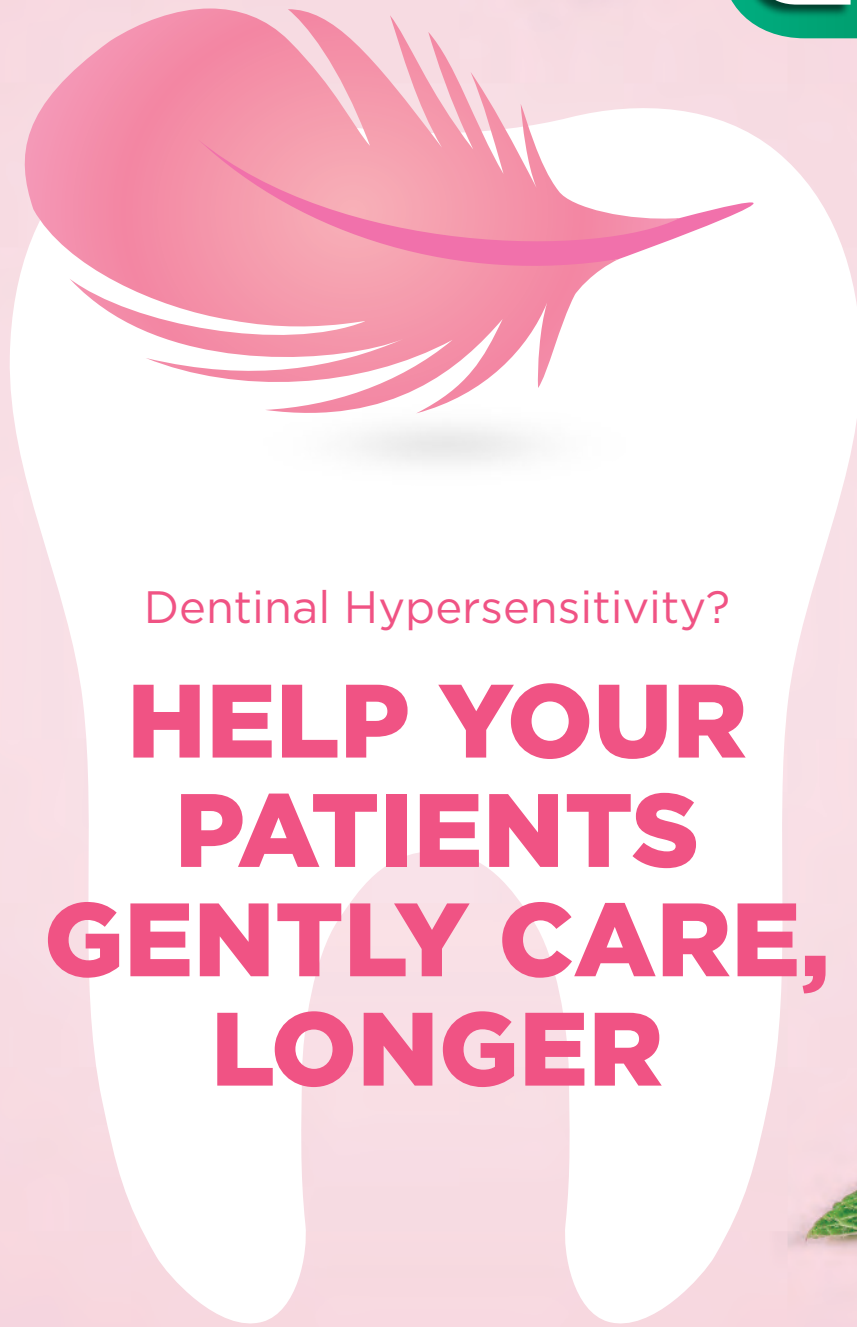


SUNSTAR



Dentinal Hypersensitivity?

HELP YOUR PATIENTS GENTLY CARE, LONGER

With GUM® SensiVital®+ a new and uniquely rewarding care experience

DUAL ACTION



Ensure optimal daily care of Dentinal Hypersensitivity AND oral health with a **UNIQUELY REWARDING patient care experience**

Dentinal hypersensitivity (DH) affects a large portion of the adult population. Studies indicate that **42% of your patients could be concerned¹**. Treating DH is important for your patient's oral health, general health and quality of life.

WHO IS CONCERNED? ~ 42% of adults¹



Among younger adults

- DH is often related to excessive exposure to erosion or abrasion

In older adults

- DH is frequently associated with challenged gum health



WHAT ARE THE TRIGGERS?

MOST FREQUENT TRIGGERS ³	%
Cold	80
Air	23
Touch	21
Heat	13
Dietary Acid	7
Endogenous Acid	1
Other	6

WHY ARE SCREENING AND MANAGEMENT OF DH IMPORTANT?

The discomfort associated with DH can hamper general oral hygiene, leading to:

- an accumulation of **DENTAL PLAQUE**
- an **INCREASE IN THE RISK** of **CARIES** and **ROOT CARIES**
- an **INCREASE IN THE RISK** of **PERIODONTAL PROBLEMS¹**.

Periodontal health is important for systemic health. Gum disease is a risk factor for diabetes, coronary artery disease, pulmonary disease and premature births.²

Ensure **quick and long lasting alleviation** from **tooth sensitivity** and preserve your patient's oral health



GUM[®] SensiVital[®]+ toothpaste keeps your patients caring longer

DELIVERS QUICK & LONG LASTING ALLEVIATION FROM DH⁴

DUAL ACTION



EFFECTIVE TUBULES OCCLUSION

- **PLUGS** open tubules using non-nano hydroxyapatite particles
- **SEALS** the opening of the tubules with an additional protective layer of copolymer
- **FORTIFIES** enamel and exposed dentine by promoting remineralization with the help of Fluoride and Isomalt

DESENSITIZATION

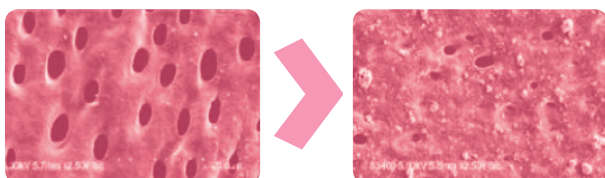
- **DESENSITIZES** nerve endings with potassium nitrate

CLINICALLY TESTED EFFICACY⁴

GUM[®] SensiVital[®]+ toothpaste QUICKLY ALLEVIATES DH, within 3 days of twice daily use.

DH alleviation with GUM[®] SensiVital[®]+ mouthrinse lasts as long as 12 HOURS after application.

IN VITRO TEST SHOWS OCCLUSION OF 70% after only 2 brushings⁵



PROTECTS ORAL HEALTH, DAY AFTER DAY

- **HELPS PREVENT ROOT CARIES and cavities.** Promotes remineralization with Fluoride and Isomalt.
With **hesperidin**, a natural ingredient that helps prevent root caries.
- **SUPPORTS GUM HEALTH** with an effective antiplaque system
- **PROVIDES GENTLE CARE** to reduce the risk of irritations, allergic reactions and help preserve a balanced oral flora
Free of harsh substances, SLS, parabens, alcohol, limonene and linalool

HELPING PREVENT ROOT CARIES WITH HESPERIDIN

Root caries are often associated with DH. Root caries prevalence⁶⁻⁸:
older adults (>65): 28% -38%
younger adults (35-44): 11% -20%.

Hesperidin is a natural active ingredient extracted from orange peel that **helps prevent root caries**. Root caries are characterized by a concurrent **demineralization and destruction** of the **collagen matrix** of the dentine.

Hesperidin has shown to **inhibit the degradation of collagen** by collagenase, **stabilizing the collagen matrix** and reducing the mineral loss.



AND ENSURES A PLEASANT CARE EXPERIENCE

Patients judge GUM[®] SensiVital[®]+ to have a pleasant⁴, refreshing peppermint taste that motivates them to continue caring for their DH, longer.



Patients FEEL THE EFFICACY and love how it feels⁴

Patients judge GUM® SensiVital®+ to be effective and with a pleasant taste

“very pleasant in terms of providing freshness to the breath; it also alleviates my hypersensitivity completely”

88%

would buy the TP and 83% would recommend it to a friend

83%

would buy the MR and 80% would recommend it to a friend



UNIQUELY GENTLE

NO

parabens
SLS
limonene
linalool
alcohol
nanoparticles

Brings **long lasting alleviation** from sensitive teeth thanks to potassium nitrate; also with Fluoride, Isomalt, and a tailored antiplaque system.

NO

parabens
SLS
limonene
linalool
alcohol
nanoparticles



We believe a healthy oral cavity is the gateway to a healthy body

GUM® helps you motivate patients to practice **excellence** in daily care

1



QUICK AND LONG LASTING ALLEVIATION from tooth sensitivity

EXTRA GENTLE toothbrush with tapered bristles for better cleaning above and below the gum line

2



EASY AND COMFORTABLE CARE - at home or on the go

3



Brings added **LONG LASTING ALLEVIATION**

REFERENCES

1. West, N. X., et al. 2013. Prevalence of dentine hypersensitivity and study of associated factors: a European population-based cross-sectional study. J Dent 41(10): 841-851.
2. <http://www.mayoclinic.org/healthy-lifestyle/adult-health/indepth/dental/art-20047475>
3. Amarasena N. et al. 2011. J. Oral Rehabil. 38 (1): 52-60
4. Internal report. Inovapotek clinical investigation, 12 2017.
5. In vitro dental tubule occlusion test 2018, internal report.
6. Gokalp, S., and B. G. Dogan. 2012. "Root caries in 35-44 and 65-74 year-olds in Turkey." Community Dent Health 29 (3):233-8.
7. Jordan, A. R., and W. Micheelis. 2016. Fünfte Deutsche Mundgesundheitsstudie (DMS V). Edited by I. D. Z. Zahnärzte, IDZ-Materialienreihe, Bd. 35. Köln: Deutscher Zahnärzte Verlag DÄV.
8. Mamai-Homata, E., V. Topitsoglou, C. Oulis, V. Margaritis, and A. Polychronopoulou. 2012. "Risk indicators of coronal and root caries in Greek middle aged adults and senior citizens." BMC Public Health 12 (1):484. doi: 10.1186/1471-2458-12-484.

www.sunstar.com/SensiVital+

#JustSensitiveTeeth