

SUNSTAR



Dentinal Hypersensitivity?

BUILD CUSTOMER LOYALTY

GUM® SensiVital®+
A new, uniquely
rewarding care
experience

Exclusively available
in pharmacies



DUAL
ACTION



BUILD CUSTOMER LOYALTY with a new uniquely rewarding solution for DENTINAL HYPERSENSITIVITY

Brings quick and long lasting alleviation from DH, all with a refreshing care experience¹

DH - AN IMPORTANT MARKET SEGMENT

Dentinal Hypersensitivity (DH) affects a large portion of the adult population. Sales of Sensitive Teeth Toothpaste represent up to 20% of total pharmacy toothpaste category sales.



WHO IS CONCERNED? ~ 42% of adults²

Among younger adults
- often related to excessive use of tooth whitening products, soft drink or fruit drink consumption



In older adults
- frequently associated with gum recession, due to plaque build up or overzealous brushing



Periodontal health is important for systemic health. Gum disease is a risk factor for diabetes, coronary artery disease, pulmonary disease and premature births.³



WHAT CHARACTERIZES DH?

Short, sharp pain in response to external stimuli such as **cold/ hot foods and drinks.**

WHY THE SHARP PAIN?

Small fissures in the enamel or receding gums expose dentine - a sensitive area of the teeth, filled with tiny tubules. The dentine lays right above **nerve endings** that react every time they are exposed to an external trigger such as **cold/ hot foods and drinks.**

DID YOU KNOW? Managing DH is important for your patients' oral health, general health and quality of life

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 PROBLEMS².**

Ensure **quick and long lasting alleviation** from **tooth sensitivity** and help preserve oral health



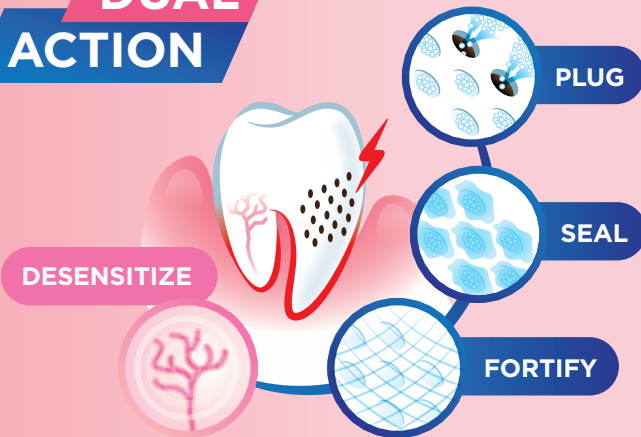
**DUAL
ACTION**



GUM® SensiVital®+ toothpaste keeps your patients caring longer

A NEW DOUBLE ACTION THAT DELIVERS QUICK & LONG LASTING ALLEVIATION FROM DH¹

DUAL ACTION



EFFECTIVE TUBULES OCCLUSION

- **PLUGS & SEALS** the tiny tubules that make up the dentine
- **FORTIFIES** the tooth surface by promoting remineralization of the enamel and of the exposed dentine

DESENSITIZATION

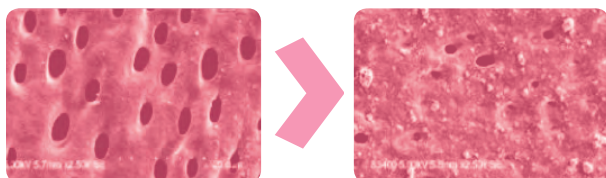
- **DESENSITIZES** sensitive nerve endings that are the source of DH pain

CLINICALLY TESTED EFFICACY¹

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 brushings⁴



PROTECTS ORAL HEALTH, DAY AFTER DAY

- **HELPS PREVENT CAVITIES AND ROOT CARIES** thanks to the unique combination of Fluoride, Isomalt and hesperidin.
- **CARES FOR RECEDING GUMS** with the support of a tailored 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 prevalence⁵⁻⁷:
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** by inhibiting the degradation of **collagen**, a major constituent of the dentine, thereby reducing its mineral loss.



AND ENSURES A **UNIQUELY PLEASANT CARE EXPERIENCE**

Patients judge GUM® SensiVital®+ to have a pleasant¹, refreshing peppermint taste that leaves them feeling fresh and clean after care and motivates them to continue caring for their DH, longer.





Consumers FEEL THE EFFICACY and love how it feels¹

Consumers 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® is dedicated to helping people 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**

SUPPORTING YOU with a strong digital, POS and professional campaign

	Q4 2018	Q1 2019	Q2 2019	Q3 2019
Digital campaign				
POS animation				
Dental practice visits				
Educational material				
Samples				

Please adapt locally

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www.sunstar.com/SensiVital+

#JustSensitiveTeeth