

Tooth sensitivity, or dentin hypersensitivity, occurs when your tooth enamel becomes thinner, or when gum recession occurs, exposing the underlying surface called dentin. When this occurs, you may wince when brushing or flossing certain teeth, or experience tooth pain when eating or drinking cold or hot foods and beverages.

WHAT CAUSES SENSITIVE TEETH?

- Worn tooth enamel from using a hard toothbrush or brushing too aggressively
- Receding gums which leaves the root surface exposed
- Tooth erosion from highly acidic foods and beverages

HOW CAN I FIGHT TOOTH SENSITIVITY?

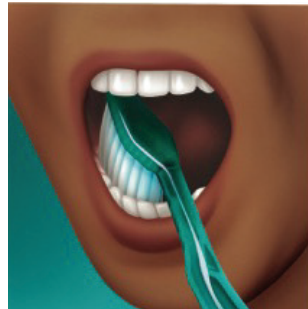
Proper oral hygiene is the key to helping prevent sensitive teeth:

- Don't use a hard-bristled toothbrush
- Don't brush too hard
- Enjoy a diet low in highly acidic foods and beverages
- Use a sensitivity relief toothpaste and a soft-bristled toothbrush
- Consider using a sensitivity relief toothpaste for two weeks prior to a tooth whitening treatment. Discuss this with your dentist prior to your procedure.

THE RIGHT WAY TO BRUSH



Clean the outer surfaces of your upper teeth, then your lower teeth by brushing away from the gumline



Clean the inside and chewing surfaces of your upper teeth, then your lower teeth using short back-and-forth strokes

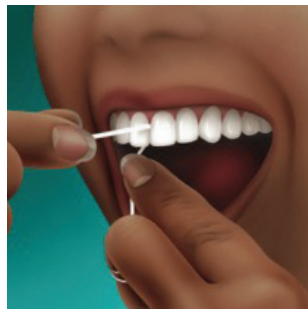


Gently brush your tongue to remove bacteria and freshen breath

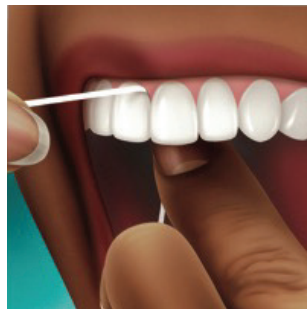
THE RIGHT WAY TO FLOSS



Use about 18 inches of floss, wrap around middle fingers, leaving an inch or 2 to work with



Holding floss taut, gently slide up and down between your teeth



Follow the curve of each tooth, making sure to go beneath the gumline, but never snapping the floss against the gums

WANT EFFECTIVE PRODUCTS FOR SENSITIVE TEETH?

Bad breath can be uncomfortable for you and those around you! Why not try one of Colgate's breath freshening products?



COLGATE TOTAL® SENSITIVE SMARTFOAM® WITH WHITENING



COLGATE® 360® ENAMEL HEALTH SENSITIVE TOOTHBRUSH



COLGATE® SENSITIVE COMPLETE PROTECTION