

TOOTH SENSITIVITY CAN BE GONE IN SECONDS.

BEFORE
Open tubules

AFTER
Closed tubules in
60 SECONDS*
with Colgate®
Sensitive Pro-Relief™
Toothpaste

COLGATE® SENSITIVE PRO-RELIEF™ WITH PRO-ARGIN™ TECHNOLOGY PROVIDES INSTANT* AND LONG-LASTING RELIEF.

Extensive scientific research has shown that Colgate® Sensitive Pro-Relief™ protects against the triggers and causes of sensitivity, and is proven to occlude dentin tubules in 60 seconds.*

* For instant relief, massage a small quantity of Colgate® Sensitive Pro-Relief™ toothpaste directly on the sensitive tooth for 60 seconds, once a week or less frequently.



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Colgate

What is tooth sensitivity?

Eating or drinking cold, hot, sweet or sour things is a pleasure for most people but for some, tooth sensitivity can get in the way. It can be short, sharp and mostly unexpected but it usually keeps you from enjoying your life to the fullest.

What causes sensitivity?

If gums recede or enamel is eroded, the underlying layer of the tooth becomes exposed. This layer is made of thousands of microscopic channels leading to the tooth centre. When something hot, cold, sweet or sour reaches these channels, sensations are carried through to the tooth centre to cause sensitivity.

Where does tooth sensitivity come from?



Use Colgate® Sensitive Pro-Relief™ for instant and lasting sensitivity relief.

Directions for use

Apply to a gentle toothbrush, making sure to brush all sensitive areas of the teeth. Brush twice a day or as directed by a dentist. Rinse after brushing. Do not swallow.

Direct application

This product can also be directly applied to the sensitive tooth with a finger tip and gently massaged for 60 seconds once a week or less frequently for instant relief.



For instant relief, massage a small quantity of Colgate® Sensitive Pro-Relief™ toothpaste directly on the sensitive tooth for 60 seconds, once a week or less frequently.

Use Colgate® Sensitive Pro-Relief™ toothpaste along with the Colgate® 360° Sensitive Pro-Relief™ toothbrush. Its specially designed extra soft bristles gently remove stains and create less wear on sensitive tooth surfaces.



Colgate® introduces Colgate® Sensitive Pro-Relief™ with its unique Pro-Argin™ formula.

Instead of slowly numbing sensitivity over time, it begins to work the moment it is directly applied on the tooth.

The open tubules in the tooth that leave nerves vulnerable to hot and cold sensations are plugged by the Pro-Argin™ technology upon direct application to the sensitive area to provide instant relief.

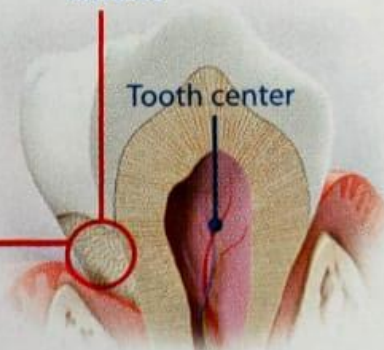
Studies prove that the relief is long lasting when you brush with Colgate® Sensitive Pro-Relief™ every day.

Open tubules are the pathway to tooth sensitivity



In-vitro CLSM photograph of untreated dentin surface with exposed tubules

Exposed dentin tubules



Blocked tubules protect against tooth sensitivity



In-vitro CLSM photograph showing occlusion of dentin tubules with Colgate® Sensitive Pro-Relief™

Choose from a range of variants to suit your individual needs:

Gum care



Repairs and strengthens enamel

Original mint flavour



Complete protection care

敏感性牙齿是怎样形成的？

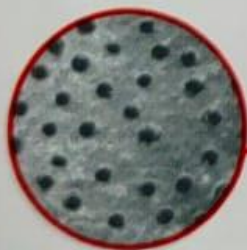
敏感性牙齿是由于牙龈萎缩以致牙本质暴露所引起。牙本质是组成牙齿内层的组织，它在牙龈线以上的部位是由珐琅质所覆盖。牙本质是由数以千计含液体的牙本质小管所组成，这些小管会延伸至牙齿底层的神经。

Colgate® 推介全新 Colgate® Sensitive Pro-Relief™

若要避免长期受到敏感性牙齿的折磨，如今只需直接使用，就可立即见效。促使牙本质暴露的成因，是受了冷与热而一触即发，全新的 PRO-ARGIN™ 科技应用于敏感牙齿上，提供了即时舒缓的效用。

更有研究证明，每天使用 Colgate® Sensitive Pro-Relief™ 牙膏，可获得持久性舒缓。

牙本质暴露是促成
敏感性牙齿的管道



In-vitro CLSM 显示牙
龈萎缩以致牙本质暴露

暴露的牙本质



牙本质闭塞可防
止牙齿敏感



Vitro CLSM 显示使用 Colgate®
Sensitive Pro-Relief™ 后牙本质
闭塞的情况

Colgate®

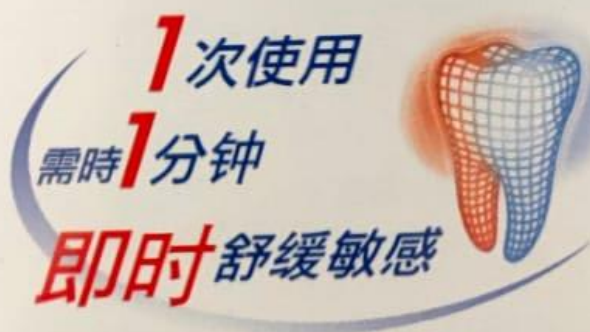
使用 Colgate® Sensitive Pro-Relief™ 即时舒缓牙齿敏感

使用方法

使用性质温和的牙刷，确保所有牙齿敏感区得到全面洁净。每天刷牙两次或遵照牙医的指示。刷牙后彻底漱口，切勿吞咽。

直接涂抹

此项产品可直接以指尖涂于牙齿上，并轻轻按摩60秒，每周使用一次或用于即时舒缓。



要获得即时舒缓，可直接以小份量涂于敏感牙齿上并轻柔按摩60秒，一星期一次或更少的频率。

使用Colgate® Sensitive Pro-Relief™ 牙膏同时与Colgate® 360° Sensitive Pro-Relief™ 牙刷互相配合。其特殊柔软刷毛设计能有效去除污迹并减少对敏感牙齿部位的磨损。



Apakah yang menyebabkan gigi sensitif?

Jika gusi susut atau enamel terhakis, lapisan dalam gigi akan terdedah. Lapisan ini terdiri daripada beribu-ribu saluran mikroskopik yang menuju ke bahagian tengah gigi. Apabila sesuatu yang panas, sejuk, manis atau masam sampai ke saluran ini, sensasi tersebut dibawa terus ke bahagian tengah gigi dan menyebabkan gigi sensitif.

Memperkenalkan Colgate® Sensitive Pro-Relief™ dengan teknologi formula unik Pro-Argin™.

Apabila disapukan secara terus pada gigi sensitif, saluran yang terdedah kepada sensasi panas dan sejuk ditutup dengan teknologi Pro-Argin™ dan memberi kelegaan segera.

Kajian membuktikan bahawa apabila anda memberus dengan Colgate® Sensitive Pro-Relief™ setiap hari, kelegaan daripada gigi sensitif adalah berpanjangan.

Tiub dentin terdedah merupakan laluan untuk gigi sensitif



Gambar CLSM in-vitro permukaan dentin yang tidak dirawat dengan tiub dentin terdedah

Tiub dentin terdedah
Bahagian tengah gigi



Dentin ditutup untuk melindungi daripada gigi sensitif



Gambar CLSM in-vitro menunjukkan permukaan dentin yang diliputi dengan Colgate® Sensitive Pro-Relief™

Untuk kelega-an gigi sensitif yang segera dan berpanjangan, guna Colgate® Sensitive Pro-Relief™

Arahan penggunaan

Gunakan dengan berus gigi lembut dan pastikan semua kawasan gigi sensitif diberus. Berus dua kali sehari atau mengikut arahan doktor gigi. Kumur selepas memberus. Jangan telan.

Penggunaan langsung

Produk ini juga boleh digunakan secara langsung pada gigi sensitif dengan diurutkan menggunakan hujung jari selama 60 saat, seminggu sekali atau kurang untuk kelega-an segera.



Untuk kelega-an segera, urutkan sedikit ubat gigi Colgate® Sensitive Pro-Relief™ secara langsung pada gigi sensitif selama 60 saat, seminggu sekali atau kurang.

Gunakan ubat gigi Colgate® Sensitive Pro-Relief™ bersama berus gigi Colgate® 360° Sensitive Pro-Relief™. Berus lembutnya direka khas untuk menanggalkan kotoran dan mengurangkan kecederaan pada permukaan gigi sensitif.

