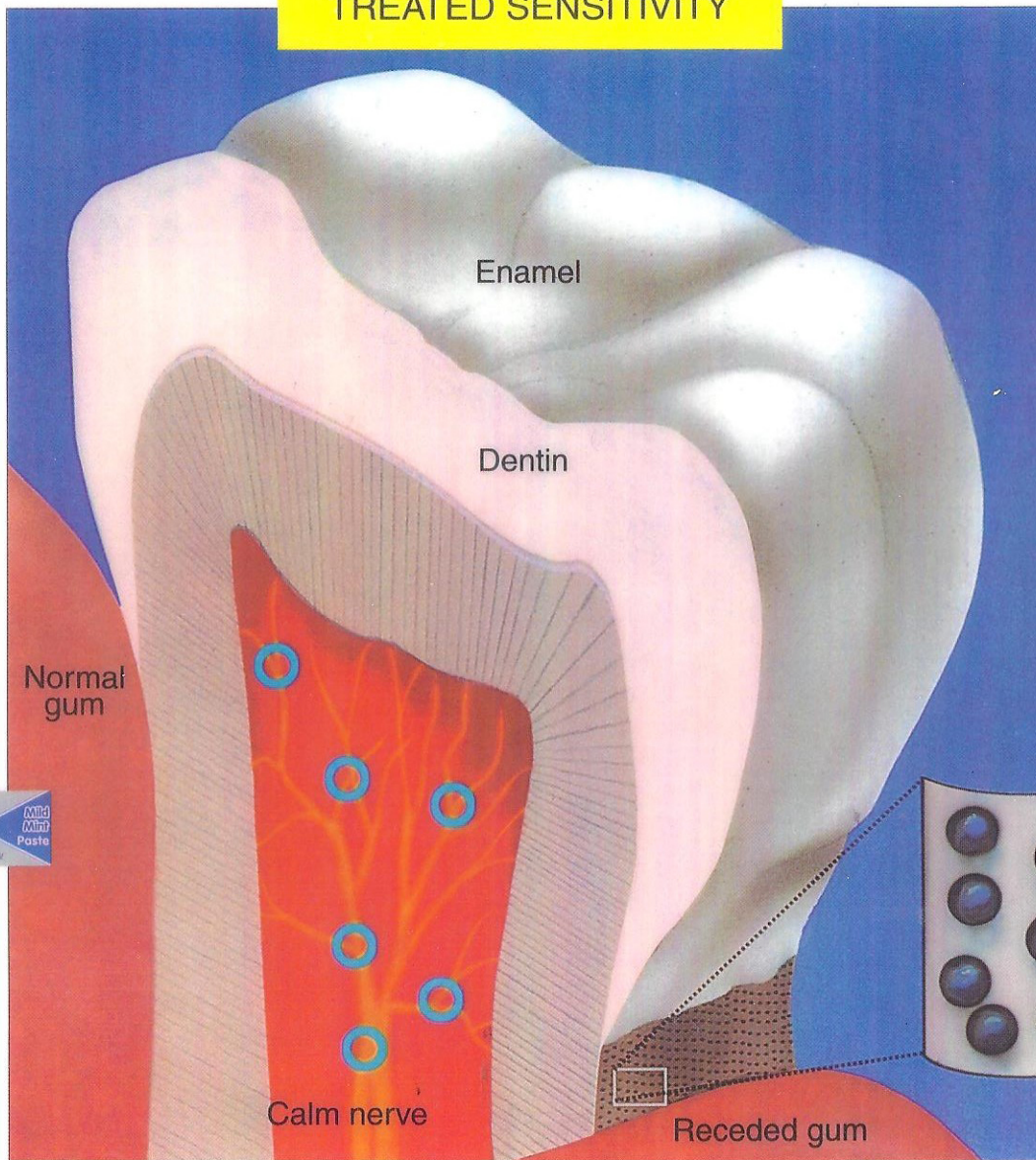


COMMON SENSE FOR A COMMON PROBLEM

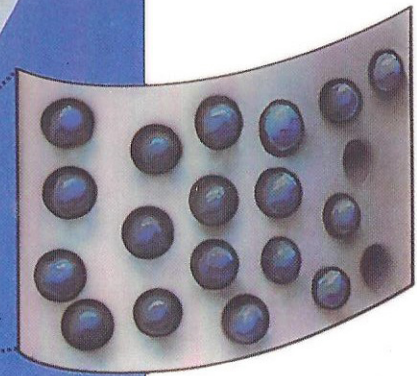
- A review of brushing techniques and diet can help reveal causes of sensitivity.
- Sensitivity toothpastes work by blocking the opening of the exposed dentin or by preventing the transfer of the pain signal from the nerve to the brain.

TREATED SENSITIVITY



*You should feel relief after 15 days. If you stop brushing with the toothpaste, the sensitivity pain may return.**

Enlarged view of blocked tubes in exposed dentin



Calm nerve

Receded gum

(Artist's interpretation)

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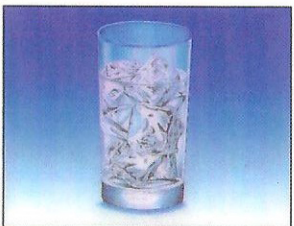


*Sensitive teeth may indicate a serious problem that may need prompt care by a dentist. See your dentist if the problem persists or worsens. Do not use this product longer than 4 weeks unless recommended by a dentist or doctor.

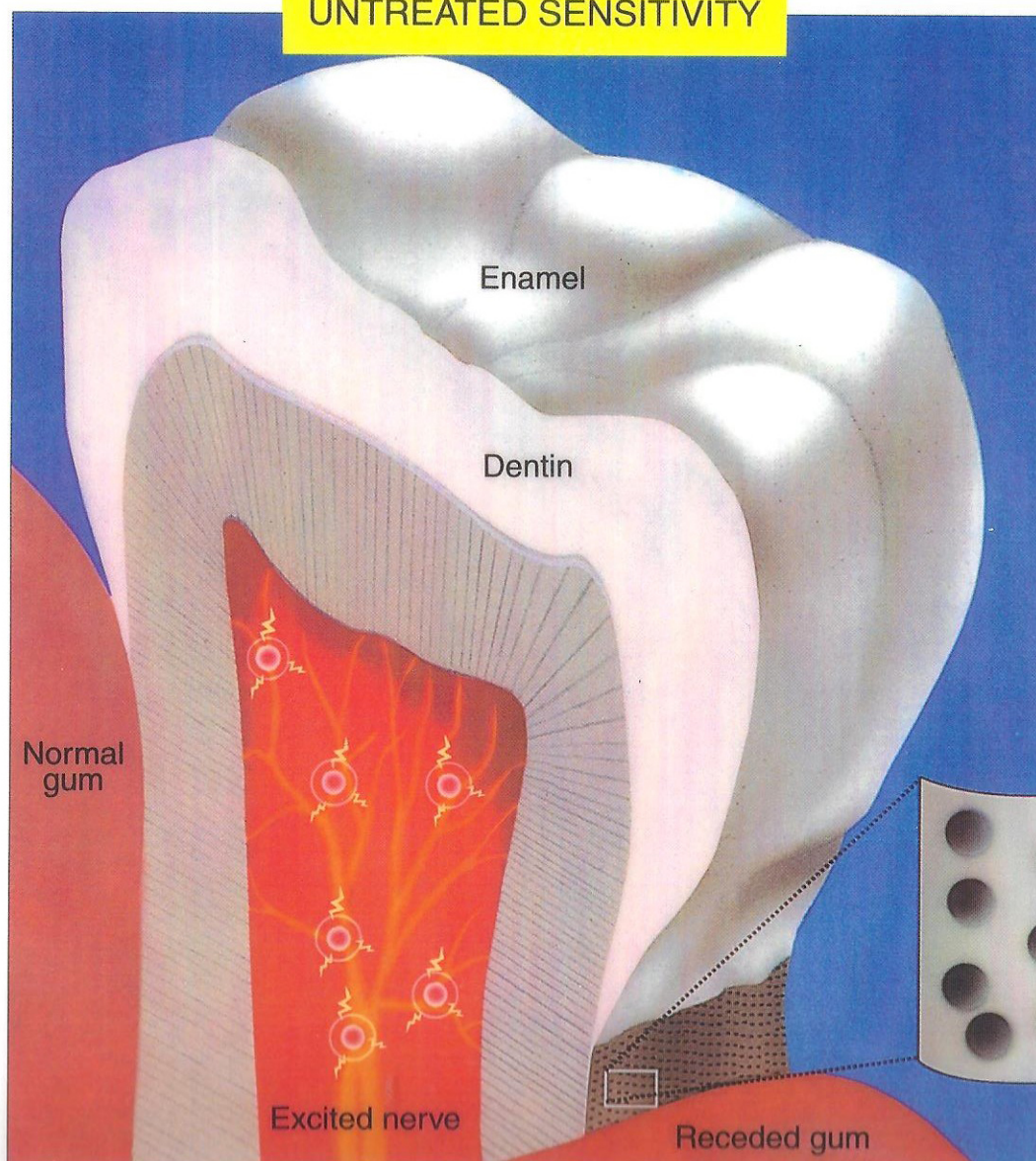
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SENSITIVE TEETH ARE A COMMON PROBLEM

...triggered by hot, cold, sweet, and sour food or drink

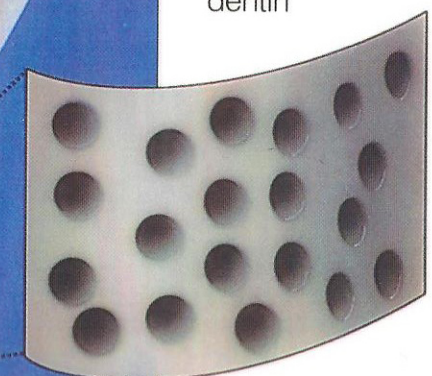


UNTREATED SENSITIVITY



- Overenthusiastic brushing, recession of the gums, gum disease (gingivitis), or other causes may expose the soft, porous structure of the tooth (dentin).
- Pain can be mild and tingly or sharp and intense.

Enlarged view of tubes in exposed dentin



Excited nerve

Receded gum

(Artist's interpretation)