

Join the revolution in sensitive teeth cleaning!

Submitted by: The Red Consultancy

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75% of Brits questioned experience a twinge or pain when consuming sugary, hot or cold food and drinks – or even breathing cold air, rising to 82% of 22-25 year olds.*

Out in the cold

Cold food and drinks are the main triggers that bring on pain, with 67% of us affected. The research* reveals that our sensitivity triggers are:

- 67% cold food and drinks
- 51% breathing-in cold air
- 47% sugary food
- 35% hot food and drinks

The foods we would most like to enjoy without pain are the very things that are most likely to affect our teeth and gums – cold food and drinks*

- Ice cold drinks affect 41% of people, which 16% of sensitivity sufferers avoid
- Ice lollies affect 45% which 32% avoid
- Ice cream affects 53% which 23% avoid

Why are cold foods such a problem?

Dentist Ben Molyneux explains:

“The dentine that makes up most of the tooth features millions of tiny pores, which run through to a nerve in the centre. Changes in temperature, for example, brought on by ice cold foods and drinks cause the fluid in these tiny pores to expand and contract. This process can irritate the nerve and bring on the sharp pain of sensitive teeth.”

“Usually a layer of enamel protects the underlying dentine – but if the dentine is exposed, a tooth can become sensitive.”

Can't eat, can't drink

Despite the annoyance that tooth sensitivity can cause, many just learn to live with it, adopting all sorts of behaviours to avoid the discomfort*:

- 40% consume certain food and drinks on the other side of their mouth
 - 20% remove ice from their drinks
 - 20% activity avoid certain food and drinks
 - 18% drink cold drinks with a straw
 - 15% drink water at room temperature
 - 14% wait until hot drinks cool down
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- 25% admit to finding the pain of sensitivity annoying, because they can't fully enjoy certain foods

and drinks*

- 31% ignore the pains they feel and 27% say they have just accepted them*
- 17% do not recognise their behaviour as being due to sensitive teeth*

Brushing away sensitive toothpastes

While these coping strategies seem complicated and time consuming, most sensitivity sufferers are not actively addressing the problem itself*:

- 67% haven't spoken to their dentist about it
- Only 24% regularly use a toothpaste designed for sensitive teeth – and this falls to just 16% of 22-25 year olds

A key reason that people might not be actively addressing the issue could be their perception of sensitive toothpastes – some see them as old-fashioned, unappealing and not offering the full cleaning benefits of regular toothpaste*...but all this is set to change!

Ben says:

“Many people don't realise that if sensitivity is ignored, it could lead to other dental problems. Sensitive teeth can make brushing painful, which can lead to inadequate brushing. And when you're not cleaning your teeth properly, plaque builds up quickly and can lead to oral problems like gum disease.”

“If you do have sensitive teeth, your dentist will most probably suggest using a toothpaste designed specifically for people with sensitive teeth.”

The next generation in sensitivity care

To provide a modern alternative for the 76% of sensitivity sufferers who don't regularly use a toothpaste designed for sensitive teeth*, the makers of Sensodyne have launched a new toothpaste for sensitive teeth that uses next generation technology.

Sensodyne Multi Action with iso-active® technology and Sensodyne Whitening with iso-active® technology are the first sensitive toothpastes with iso-active® technology, formulated to penetrate hard to reach areas, providing all round protection, leaning and freshness.

Protect, clean, freshen

The great tasting gel provides the benefits of a regular toothpaste, including all-round protection, cleaning and freshness – as well as being specially formulated to clean sensitive teeth.

Sensodyne Multi Action with iso-active® technology provides a completely new and modern way to clean sensitive teeth daily, after all, why should you compromise on your toothpaste?

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For further information, photography or product samples, please contact the Sensodyne Press office on: 020 7025 6500 / Sensodyneteam@redconsultancy.com

*Research conducted by One Poll, who surveyed 2,000 people (aged 16+) in December 2008

*SENSODYNE and ISO-ACTIVE are trade marks of the GlaxoSmithKline group of companies