

**Untuk kelegaan gigi sensitif berpanjangan dan segera, 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 satu minit sekali seminggu atau kurang untuk kelegaan segera.



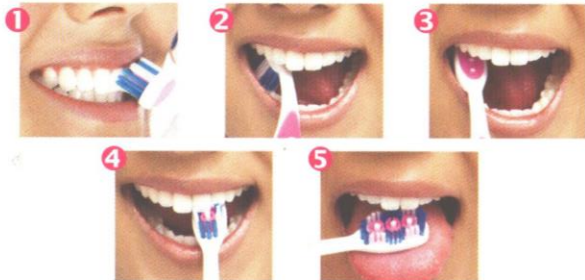
Untuk kelegaan segera, urutkan sedikit ubat gigi Colgate® Sensitive Pro-Relief™ secara langsung pada gigi sensitif selama satu minit.

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.

Lengkapkan regimen anda dengan berkumur dengan ubat kumur Colgate Plax® Sensitive, formula tanpa alkohol yang memberikan perlindungan antibakteria 12 jam.



**Apakah cara memberus yang betul?**



1. Letakkan berus gigi pada sudut 45 darjah menghala ke gusi. Gunakan pergerakan lembut dan pendek, gerakkan berus ke depan dan belakang pada gigi dan gusi.
2. Berus permukaan dalam setiap gigi dengan cara yang sama.
3. Berus permukaan mengunyah pada setiap gigi.
4. Gunakan hujung berus untuk memberus bahagian belakang setiap gigi depan di atas dan bawah.
5. Untuk nafas yang lebih segar, jangan lupa memberus lidah anda!

**Colgate®**

**Sensitive Pro-Relief™**

clinically proven PRO-ARGIN™ formula

PUSAT PERGIGIAN U

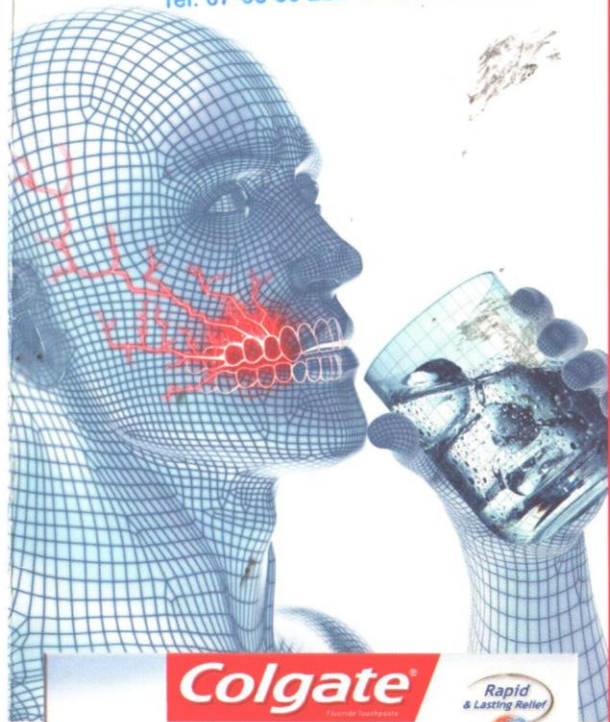
优牙科中心

U DENTAL CENTER

84-01, Jalan Molek 2/2,

Taman Molek, 81100 Johor Bahru.

Tel: 07-35 33 222 SMS: 6 016-6 300 500



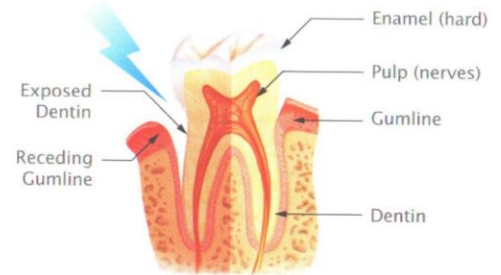
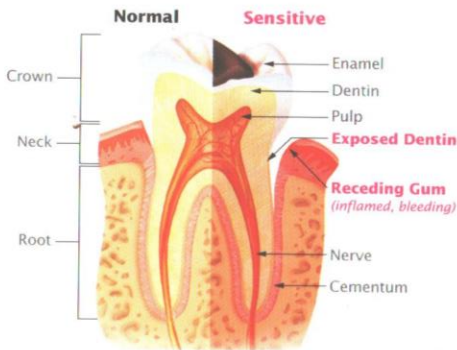
Discover new breakthrough  
**sensitivity relief**



MS 2200 Part 1: 2008  
1040/04/2008

## What is tooth sensitivity?

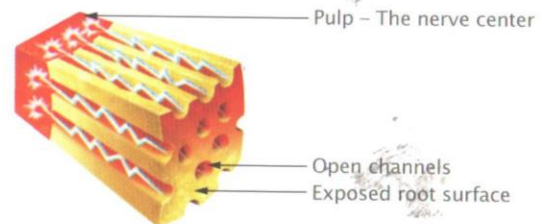
Tooth sensitivity is tooth pain due to wearing away of the tooth's surface or recession of the gums.



When tooth enamel is lost or when gums recede, dentin eventually becomes exposed and receptive to sensations, which cause painful nerve responses. When hot, cold or sweet/sour foods and liquids contact the root surfaces they may stimulate the nerves, causing pain.

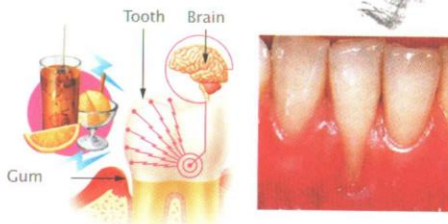
## Is tooth sensitivity common?

Tooth sensitivity is very common and it has been estimated that approximately half the population experiences tooth sensitivity<sup>1</sup>. Tooth sensitivity can come and go over time.



## What causes sensitivity of teeth?

- Wrong/aggressive brushing
- Receding gums
- Tooth decay
- Dental erosion
- Broken tooth
- Teeth grinding
- Frequent consumption of acidic foods and drinks



<sup>1</sup> Addy M. Dentin Hypersensitivity Int Dent J 2002; 52 (Suppl 5): 3367-3375

## How is it caused?

Sensitive teeth result from exposed dentin in the mouth. Dentin is the tissue that makes up the inner layer of the tooth. Above the gumline, dentin is covered by a protective coating of enamel. Dentin is made up of thousands of microscopic channels/tubules, which contain fluid. These tubules lead to the nerves deep inside the tooth.

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

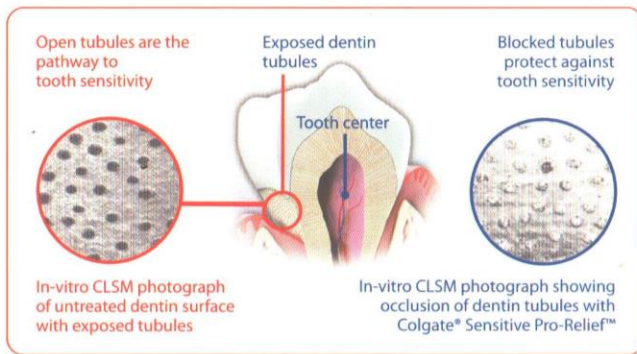
Instead of slowly numbing sensitivity over time, it begins to work the moment it is directly applied on the tooth.

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.



## How does Colgate® Sensitive Pro-Relief™ work?



### CLINICALLY PROVEN EFFICACY



Double blind clinical study, J Clin Dent 20 (Spec Iss): 17-22, 2009

## 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 one minute 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 one minute.

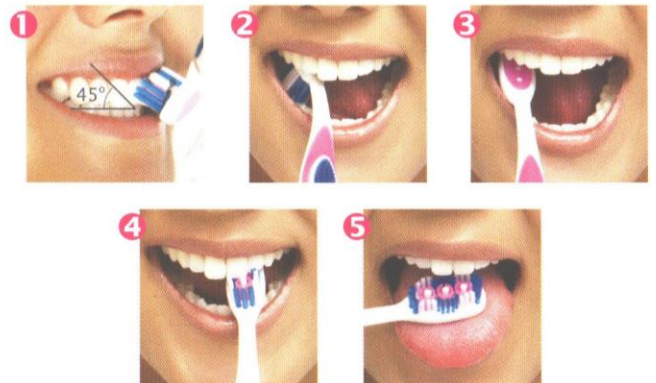
Use Colgate® Sensitive Pro-Relief™ toothpaste along with the Colgate® 360° Sensitive Pro-Relief™ toothbrush. Its specially designed extra soft bristles gently remove stains and create less wear on sensitive tooth surfaces.



Complete your regimen by rinsing with Colgate Plax® Sensitive mouthwash. The alcohol-free formula provides 12-hour antibacterial protection.



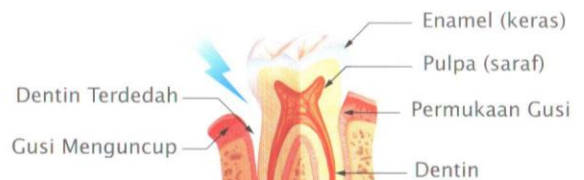
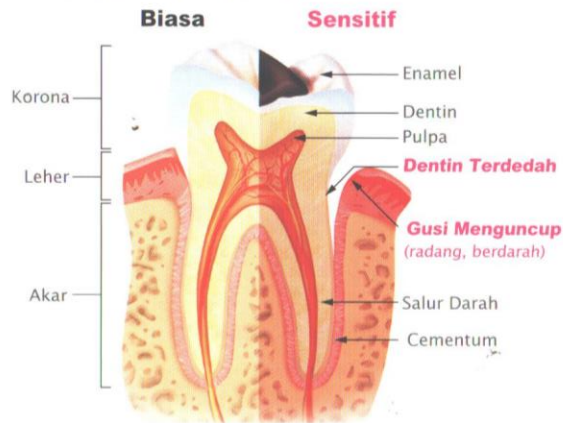
## What is the right way to brush?



1. Place the toothbrush at a 45-degree angle towards the gumline. Use gentle, short strokes, moving the brush back and forth against the teeth and gums.
2. Brush the inside surface of each tooth in a similar way.
3. Brush the chewing surface of each tooth.
4. Use the tip of the brush to brush behind each front tooth, both top and bottom.
5. For fresher breath, don't forget to brush your tongue!

## Apakah gigi sensitif?

Gigi sensitif ialah sakit gigi yang disebabkan oleh hakisan permukaan gigi atau penguncupan gusi.



Apabila enamel gigi terhakis atau gusi mula menguncup, dentin akan terdedah kepada pelbagai rangsangan yang mengakibatkan tindakbalas saraf yang menyakitkan.

## Colgate memperkenalkan Colgate® Sensitive Pro-Relief™ dengan teknologi formula unik Pro-Argin™

Daripada bertindak secara perlahan-lahan, Colgate® Sensitive Pro-Relief™ mula berfungsi sebaik sahaja disapukan pada gigi. 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.



## Adakah gigi sensitif biasa?

Gigi sensitif adalah biasa dan dianggarkan bahawa kira-kira separuh dari jumlah penduduk mengalami gigi sensitif<sup>1</sup>. Ianya boleh berlaku pada bila-bila masa.

## Apakah yang menyebabkan gigi sensitif?

- Cara memberus gigi yang agresif atau salah
- Penguncupan gusi
- Kerosakan gigi
- Hakisan gigi
- Gigi yang patah
- Mengerit gigi
- Makanan dan minuman berasid



<sup>1</sup> Addy M. Dentine Hypersensitivity Int Dent J 2002; 52 (Suppl 5): 3367-3375

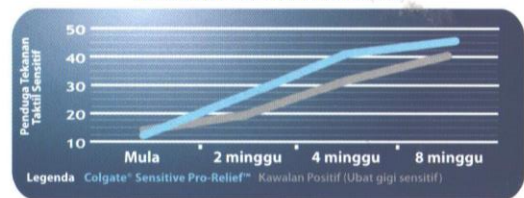
## Apakah puncanya?

Gigi sensitif disebabkan lapisan dentin yang terdedah di dalam mulut. Dentin ialah tisu di lapisan dalam gigi. Atas permukaan gusi, dentin dilindungi lapisan luar enamel. Dentin terdiri daripada saluran mikroskopik yang mengandungi cecair. Saluran-saluran ini bersambung dengan saraf jauh di dalam gigi.

## Bagaimana Colgate® Sensitive Pro-Relief™ berfungsi?



## TERBUKTI SECARA KLINIKAL



Double blind clinical study. J Clin Dent 20 (Spec Iss): 17-22, 2009