

Sensitivity Sufferers,
There's No Need
To Fear...



COLD



HOT



SWEET



ACIDIC



Fear No Food.



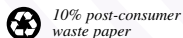
SootheRx[®]
Therapy For
Sensitive Teeth

Brought to you by your
Dental Professional and:

3M ESPE

OMNI Preventive Care

1500 N. Florida Mango Road
West Palm Beach, FL 33409
1-800-445-3386



10% post-consumer
waste paper

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3M ESPE

Suffer from sensitivity? SootheRx® can fix the problem & the pain.



SootheRx® Therapy For Sensitive Teeth, available only from your Dental Professional, contains a unique ingredient that treats the cause of hypersensitivity. Find out if it is the right therapy for relieving your pain.

Take This Test

1. Do you avoid certain foods because of pain or discomfort?
2. Do you favor one side of your mouth over another when eating or drinking?
3. Do you experience pain while brushing or flossing?

If you answered YES to any of these questions, you should tell your Dental Professional immediately. An examination can help determine if the cause is the result of a cavity, a cracked tooth, a loose filling or if you have tooth sensitivity.

What causes tooth sensitivity?

A common reason for sensitivity is recession of your gums or wearing on the enamel near the gum line. This can expose the tissue and nerves inside your tooth. When the nerves are exposed, mild to very severe pain occurs when you have hot or cold foods, beverages, sweets, mint flavors or highly acidic foods.

SootheRx®
Therapy For Sensitive Teeth

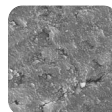
How is SootheRx® different?

Unlike sensitivity toothpastes that contain potassium nitrate, a numbing agent that attempts to mask pain by deadening the nerve, SootheRx® Therapy For Sensitive Teeth seals tissue naturally, protecting the nerves. It is powered by NovaMin®, a breakthrough technology resulting from 30 years of medical research into bone and tooth repair. SootheRx® Therapy For Sensitive Teeth is indicated for rapid and continual relief from hypersensitivity.



Untreated Tooth

At high magnification, you can see the exposed tissue in a hypersensitive tooth.



Treated Tooth

After using SootheRx® Therapy, the tissue is sealed naturally, protecting the nerves.

Is SootheRx® a toothpaste?

SootheRx® Therapy For Sensitive Teeth is applied like a toothpaste and has a refreshing mint flavor that you will enjoy. But that's where the similarities stop. You use it in place of your regular toothpaste for only the first two weeks of treatment. Then you can switch back to your favorite everyday toothpaste and apply SootheRx® Therapy For Sensitive Teeth just once each week for long-lasting relief from hypersensitivity.

Get back to eating, drinking and enjoying all of the foods you've been avoiding. For rapid and continual relief, talk to your Dental Professional about SootheRx® Therapy For Sensitive Teeth.

