

Sensitivity / Oral Pain

Description of the need:

Products, technologies or ingredients that relieve or prevent any kind of oral pain or discomfort or provide oral healing. Particular areas of pain relief are dentinal hypersensitivity, cancer sores and mediating oral sloughing (desquamation).

What we are looking for:

Products, technologies or ingredients that can improve overall sensitivity of teeth, gums or soft tissues

- ◆ Benefit areas of interest are
 - Relief of teeth sensitivity/pain
 - Relief of gum sensitivity or soreness
 - Prevent teeth sensitivity/pain
 - Prevent gum sensitivity/pain
 - Rebuild enamel to protect from sensitivity
- ◆ Product form could include
 - Paste
 - Gel
 - Rinse
 - Strips
 - Paint-ons
 - Light based
- ◆ Preference is for solutions that
 - That have clinical studies supporting benefit; this could also include clinically significant benefit in enamel or gum repair
 - Demonstrate noticeable improvements in gums to both the consumer and the professional
 - Where human safety has been confirmed or material(s) are food approved ingredients or GRAS (**Generally Recognized As Safe**). US monographed ingredients if classified as an OTC
 - Ideally, have FDA approval under the appropriate class, or an expedited path to FDA approval; alternative regulatory paths could also be considered
 - Granted or filed patent applications are preferred
 - Delivery methods that provide increased contact of oral care actives with gums and/or sub-gingival delivery could also be considered
 - Technologies/products that have IP granted/filed or technologies with a viable Freedom to Practice/Operate

What we are not interested in:

- ◆ Technologies/products that require a prescription

Submissions need to have IP or other protection such as Trademark, Copyright or In-market to be considered. Only non-confidential information can be reviewed.