



In-Office Research of Stain Removal Efficacy of Stannous Fluoride Dentifrice

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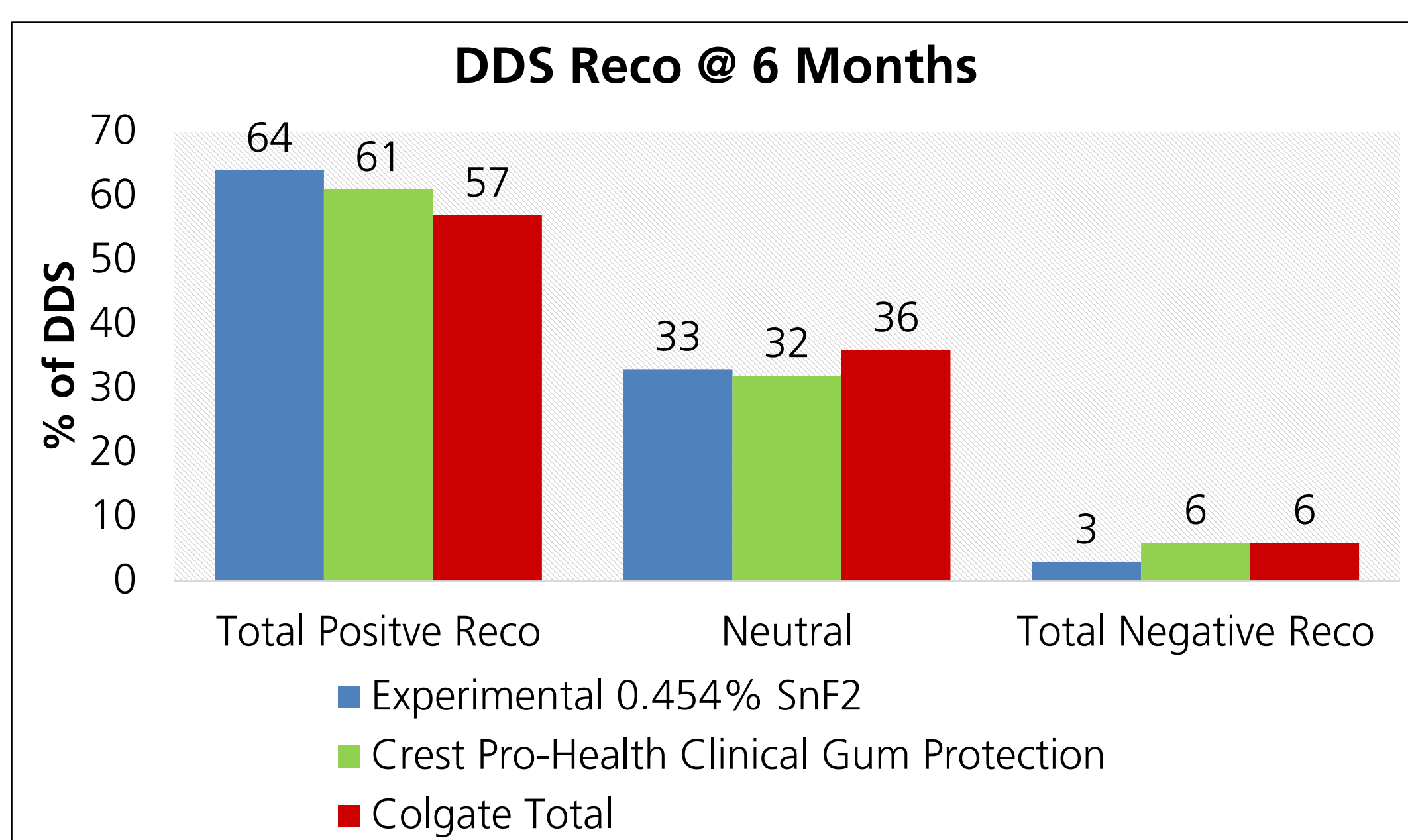
Objectives: An in-office trial compared use of three dentifrices on cleaning/stain removal, while also obtaining subjects' assessment of the perceived occurrence of tooth staining.

Methods: At each office, subjects were assigned to one of three dentifrices: an experimental 0.454% SnF2 dentifrice, 0.454% stannous fluoride sodium hexametaphosphate dentifrice (Crest® Pro-Health Clinical Gum Protection) or Colgate Total and manual brush. Use was at-home and unsupervised, tooth discoloration was observed by each dental professional, and subjects' perception of discoloration was assessed at Baseline, Month 3 and Month 6.

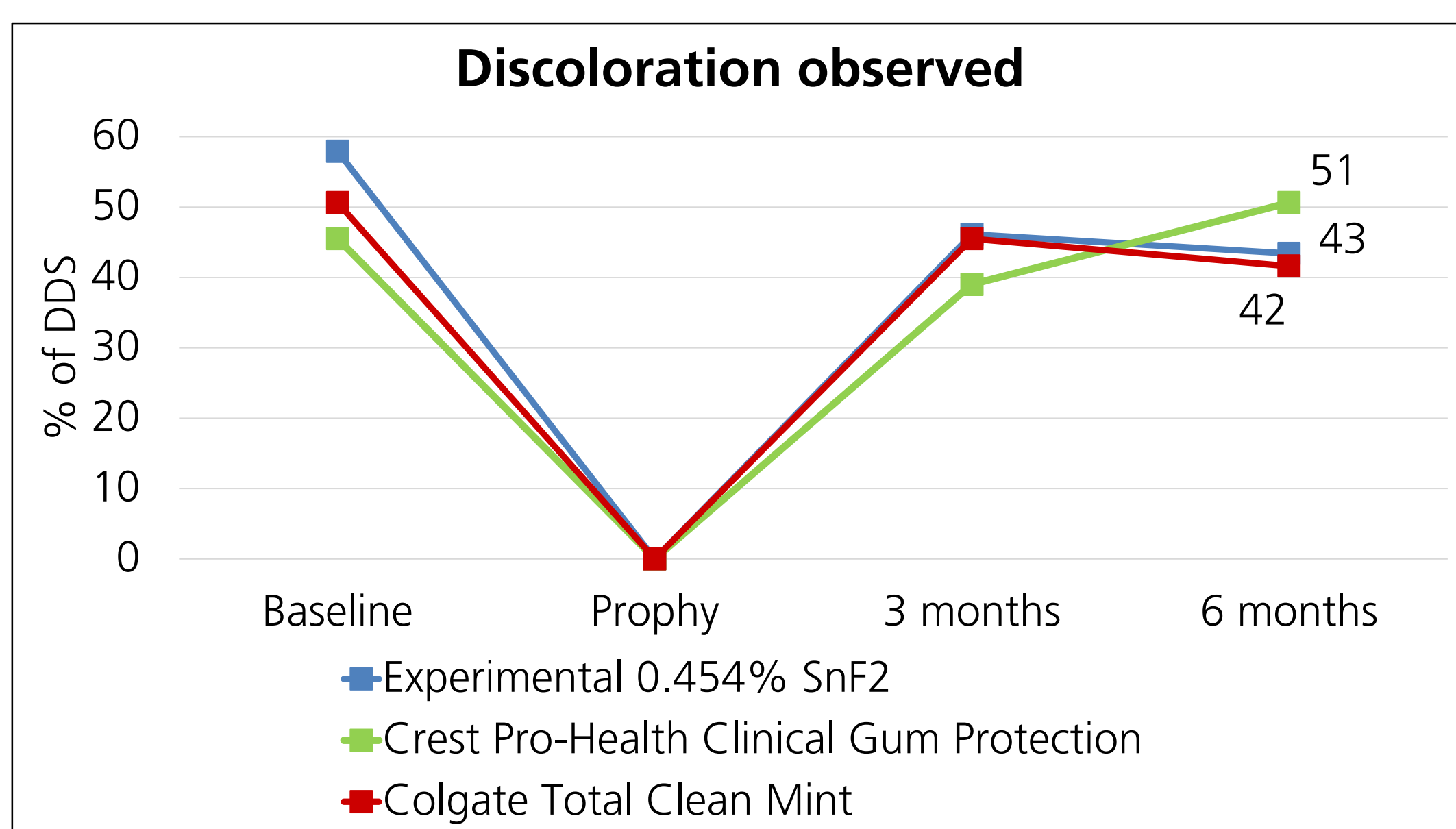
Results: 230 subjects participated in the study from 28 dental offices. After 6 months product use, there was no difference in negative recommendations by dental professionals between the 3 treatments. There were more positive recommendations of an experimental 0.454% SnF2 dentifrice (64%) relative to Colgate Total (57%) and Crest® Pro-Health Clinical Gum Protection (61%). There was no statistical difference in percent of dental professional observed tooth discoloration between an experimental 0.454% SnF2 dentifrice (43%) and Colgate Total (42%), and both had less observed stain than Crest® Pro-Health Clinical Gum Protection (51%). Furthermore, the percent of subjects who indicated they experienced stain using an experimental 0.454% SnF2 dentifrice is comparable to the commercial benchmark, 7.9% and 7.8% respectively. All treatments were generally well-tolerated.

Conclusions: Use of experimental 0.454% stannous fluoride dentifrice exhibits similar amounts of dental professional observed stain relative to Colgate Total, and comparable professional recommendation.

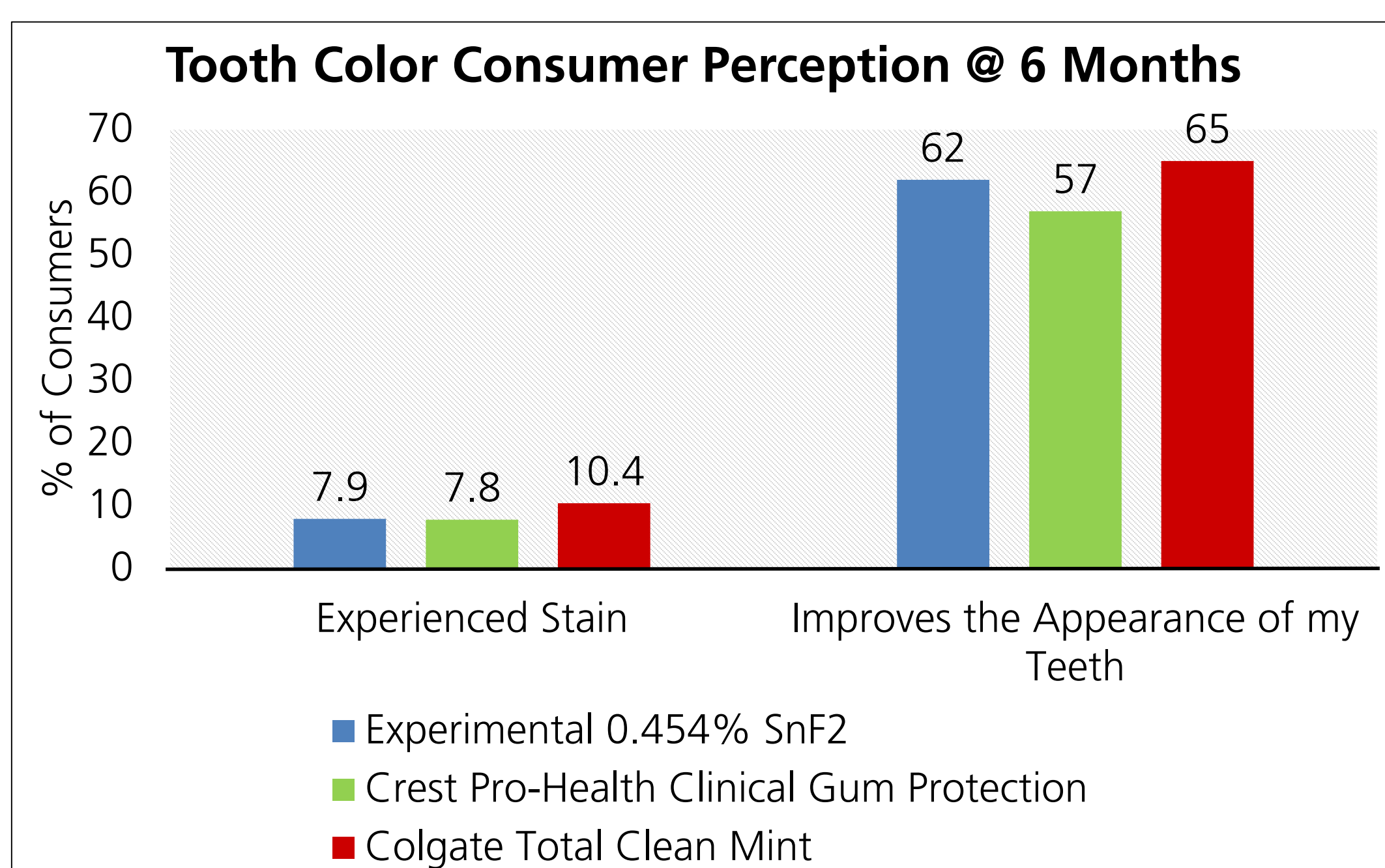
A three-leg, blind extended use study among US patients by dental professionals in dispersed offices. Each dental professional placed 9 patients in their practice (3 patients per product) with one of three toothpaste products for use over 6 months. Patients completed a baseline assessment of their oral health and evaluated the product after using it for 3 and 6 months in place of their usual product. The dental professionals evaluated each patient at baseline during a routine prophylaxis visit and after 3 and 6 months of product usage. Tooth discoloration was observed by both dental professionals and patients. 230 subjects were assigned to one of three products: 1) an experimental 0.454% SnF2 dentifrice, 2) Crest® Pro-Health Clinical Gum Protection or 3) Colgate Total Clean Mint. Products were compared using Fisher's Exact Test.



- No significant difference in total **positive** dentist recommendations between products.
- No significant difference in total **negative** dentist recommendations between products.



- There was **no** statistical difference in DDS observed tooth discoloration between products at either 3 or 6 months.



- Less than 10% of consumers overall experienced stain.
- More than 60% of consumers overall felt the products improved the appearance of their teeth.

Use of experimental 0.454% stannous fluoride dentifrice exhibits similar amounts of dental professional observed stain relative to Colgate Total, and comparable professional recommendation.