

SENSITIVITY IS A GUM HEALTH ISSUE



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As a Registered Dental Hygienist, every day someone asks for advice on eliminating their tooth sensitivity. We know gingivitis impacts 55% of adults.¹ Gingivitis can lead to periodontitis which may result in recession and tooth sensitivity as the sensitive root is exposed.^{2,3} Our goals are to reduce the biofilm load, alter its composition and decrease its impact on the gums and teeth. When teeth hurt, clients avoid eating certain food or drinks to try and eliminate the discomfort. We know that 80% of sensitivity starts at the gumline due to recession or tooth erosion from acids and brushing too hard, which exposes the dentinal tubules.^{2,3} Dental hypersensitivity affects our clients' oral health and quality of life.

WHAT IMPACT CAN A SIMPLE CHANGE TO OUR EVERYDAY BRUSHING ROUTINES HAVE?

At the first sign of gingivitis, recession, or sensitivity, we need to intervene. There is a misconception that all fluorides are the same. Stannous fluoride (SnF₂) is unique among fluoride compounds, offering multiple benefits compared to sodium fluoride or sodium monofluorophosphate. While all three compounds provide anti-carries benefits, stabilized SnF₂ has demonstrated broader and significantly greater protection than other fluorides by reducing plaque-induced gingivitis.

Exposure to stabilized SnF₂ decreases bacterial growth, adhesion, acid production and other metabolic toxins that contribute to gingivitis. Using dentifrice as a vehicle to deliver the advanced benefits of SnF₂ helps promote good oral health while desensitizing.



YOUR CLIENTS HAVE 3.7X BETTER ODDS OF SHIFTING TO GENERALLY HEALTHY (<10% BLEEDING) VS. SODIUM FLUORIDE TOOTHPASTE, USING CREST GUM & SENSITIVITY.⁴



In 18 randomized controlled trials with 2,890 subjects assessing SnF₂ paste versus a negative or positive control, the average number of bleeding sites was reduced by 51% and 31%, respectively.⁴

The many oral health benefits for using Crest Gum & Sensitivity are validated by the CDA for control of gingivitis, sensitivity, enamel acid erosion, plaque, and cavities. This occurs because SnF₂ can penetrate deep into the biofilm and dentin to help neutralize gingivitis while treating root sensitivity. Crest Gum & Sensitivity:

1. Can fight plaque for 12 hours
2. Is clinically proven to reduce gingivitis and inflammation
3. Occludes exposed tubules to provide long-term relief from root sensitivity by shielding exposed dentin and creating a layer of protection for root sensitivity relief†

Pathogenic bacteria in oral biofilm has been linked with systemic conditions such as cardiovascular disease, Alzheimer's, and even different types of cancer. Unfortunately, many dental professionals wait until they see destruction, bleeding, bone loss, erosion and recession before acting. We need to shift our focus to an earlier



OCCLUDES EXPOSED TUBULES



KILLS PLAQUE BACTERIA



SHIELDS EXPOSED DENTIN

diagnosis, intervention, and education. Studies show using SnF₂ in toothpastes can chemotherapeutically alter the biofilm and control tooth sensitivity.

Our clients are looking for options that work and results that last. It was clinically demonstrated that 99% of subjects had a reduction in gingival inflammation at the end of the trial versus baseline, as indicated by their Lobene Modified Gingival Index (MGI) score. For approximately two-thirds of subjects, gingival inflammation was reduced by 10% or more.⁵

We need to educate and focus on the protective impacts SnF₂ can have on saliva composition, remineralization, fluoride uptake and its antibacterial action. This in conjunction with biofilm control and discussing the pH of some of our favourite drinks such as coffee, tea, and how some flavoured water can contribute to an increase in erosion leading to sensitivity. Many of my clients are unaware of these hidden acid attacks and how they contribute to their tooth sensitivity. Therefore, offering charts and pamphlets are so helpful to inspire behaviour change.

WE CAN HELP TRANSFORM OUR CLIENTS' ORAL HEALTH

One of the tools I use with all my clients is the show, tell, do method. I show them the problem, I inform them about options to help their problem and then they get to do the work at home with the right products and tools. It can be this simple! If we focus on the cause of the problem, we will be able to prevent gingivitis while also controlling periodontal disease, tooth sensitivity and recession.



To learn more about Crest Gum & Sensitivity, visit DENTALCARE.CA/EN-CA/GUMANDSENSITIVITY or scan the QR code.

*which could lead to gum recession and cause root sensitivity. †with twice daily brushing. ‡Oral health benefits validated by CDA: gingivitis, sensitivity, enamel acid erosion, plaque and cavities.

References: 1. Li Y et al. Prevalence and severity of gingivitis in American adults. *American Journal of Dentistry* 2010;23(1):9-13. 2. Bařsi E et al. An analysis of the aetiology, prevalence and clinical features of dentine hypersensitivity in a general dental population. *Eur Rev Med Pharmacol Sci.* 2012 Aug;16(8):1107-16. 3. West N et al. Prevalence of dentine hypersensitivity and study of associated factors: A European population-based cross-sectional study. *J of Dent*, 2013 Oct; 41(10): 841-851. 4. A. Biesbrock A, et al. The Effects of Bioavailable Gluconate Chelated Stannous Fluoride Dentifrice on Gingival Bleeding: Meta-Analysis of Eighteen Randomized Controlled Trials *J Clin Periodontol*, Dec 2019. 5. Goyal CR et al. Reduction in gingival bleeding and inflammation following use of a novel stabilized stannous fluoride dentifrice for 2 months. P&G Data on file.