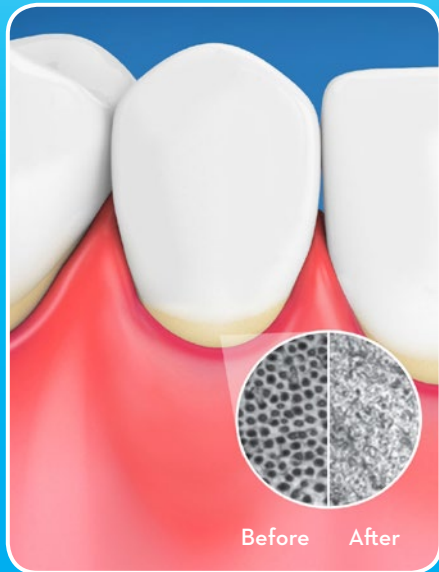


DID YOU KNOW 80% OF SENSITIVITY STARTS AT THE GUMLINE DUE TO RECESSION?*

NEW CREST GUM AND SENSITIVITY HELPS HEAL GINGIVITIS, WHILE THE INSTASHIELD™ FORMULA QUICKLY TREATS AND HELPS PREVENT† ROOT SENSITIVITY.

COVERS MICROSCOPIC HOLES

Relieves root sensitivity by blocking holes that lead to nerves



KILLS BACTERIA

Fights gingivitis to reduce the risk of gum recession, a cause of root sensitivity



SHIELDS ROOT OF TOOTH

Creates a protective layer to shield the exposed tooth surface and to help prevent root sensitivity



CLINICALLY PROVEN TO PROVIDE HEALTHIER GUMS AND SENSITIVITY RELIEF



* There are many causes of gum recession. For some patients, it can be caused by periodontal disease.

† Helps prevent future sensitivity by fighting acid erosion, plaque and gingivitis to reduce the risk of enamel loss and gum recession, causes of tooth sensitivity.

ARE YOU AT RISK FOR GUM DISEASE?

	<p>Healthy</p> <ul style="list-style-type: none"> • Firm, pink gingiva (gum) tissue • No bleeding • No loss of attachment 	<p>Risks</p> <ul style="list-style-type: none"> • N/A
	<p>Gingivitis</p> <ul style="list-style-type: none"> • Reversible • Changes in gum colour • Infection and inflammation of the gingiva • Generalized bleeding • Pocket depth of less than 3 mm • No loss of attachment 	<p>Risks</p> <ul style="list-style-type: none"> • Periodontal Disease • Destruction of gum tissue and bone
	<p>Early Periodontal Disease</p> <ul style="list-style-type: none"> • Irreversible • Chronic infection • Bad breath, bad taste • Increased inflammation • Slight bone loss • Pocket depth or attachment loss: 3-4 mm 	<p>Risks</p> <ul style="list-style-type: none"> • Chronic gum disease could seriously impact the whole body health
	<p>Moderate Periodontal Disease</p> <ul style="list-style-type: none"> • Irreversible • Chronic infection • Bad breath, bad taste • Gingival recession • Noticeable bone loss • Possible tooth mobility • Pocket depth or attachment loss: 4-6 mm 	<p>Risks</p> <ul style="list-style-type: none"> • Chronic gum disease could seriously impact the whole body health
	<p>Advanced Periodontal Disease</p> <ul style="list-style-type: none"> • Irreversible • Chronic infection • Worse breath, worse taste • Increased gingival recession • Severe destruction of periodontal structures • Major bone loss and increased tooth mobility • Pocket depth or attachment loss: >6 mm 	<p>Risks</p> <ul style="list-style-type: none"> • Chronic gum disease could seriously impact the whole body health • Periodontal Surgery • Tooth loss

Crest Gum Detoxify is clinically proven to reverse gingivitis

