






TOOTHPASTE MATTERS!

COMMON MISCONCEPTIONS




MECHANICAL ACTION OF THE BRUSH IS ALL THAT A PATIENT NEEDS FOR GOOD ORAL HEALTH

ALL TOOTHPASTES ARE THE SAME

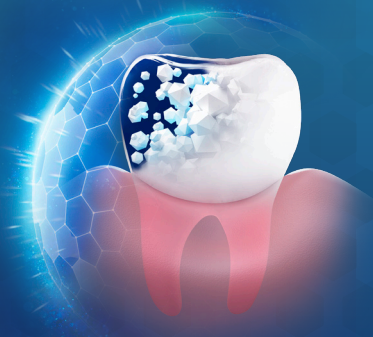
A SODIUM FLUORIDE TOOTHPASTE IS ALL MY PATIENTS NEED



"SPECIALTY" TOOTHPASTES ARE ONLY FOR PATIENTS WITH PROBLEMS

WHAT ARE THE CONSEQUENCES OF AN ACIDIC ORAL ENVIRONMENT?

- FREQUENT ACID EXPOSURE DAMAGE HAPPENS SLOWLY BUT CUMULATIVE EFFECTS ARE PERMANENT.
- YOU CAN'T REPLACE ENAMEL BUT CAN PROTECT IT FROM FUTURE DAMAGE.



- A RISE IN THE PREVALENCE AND SEVERITY OF EROSIVE TOOTH WEAR HAS BEEN OBSERVED IN DECIDUOUS AND PERMANENT TEETH OVER THE LAST 20 YEARS.^{1,2}

ACID DAMAGE CAN PRODUCE IRREVERSIBLE SURFACE MINERAL DENSITY LOSS LEADING TO EROSION.³
 ACID SOFTENED ENAMEL IS 10X MORE PRONE TO MECHANICAL WEAR



INITIAL LOSS⁴

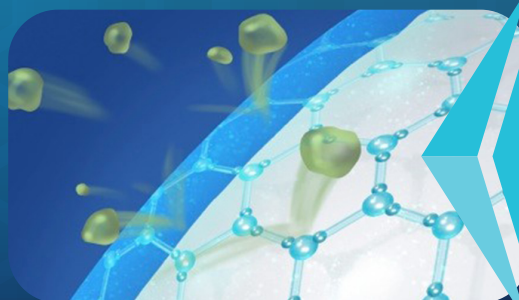


DISTINCTIVE DEFECT



LINGUAL ACID EROSION

META-ANALYSIS OF LITERATURE ON CREST STANNOUS FORMULATIONS*⁵

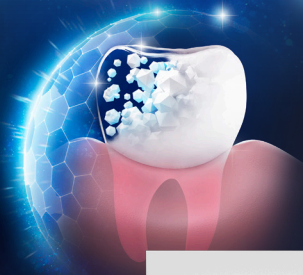


83%⁶
 LESS EROSION THAN SODIUM FLUORIDE TOOTHPASTE LIKE PRONAMEL[®]

- WITHOUT ACID SOFTENING OF THE ENAMEL, TOOTH WEAR IS NEGLIGIBLE. OF PRIMARY IMPORTANCE IN REDUCING EROSIVE TOOTH WEAR IS PREVENTION OF ACID CHALLENGE. (ZHAO X 2020)
- 5000 PPM F (NAF) PRESCRIPTION STRENGTH PRODUCT LOST THREE TIMES (3X) MORE ENAMEL THAN SPECIMENS TREATED WITH THE STABILIZED SNF2 DENTIFRICE⁷



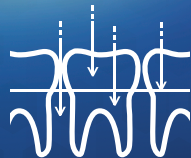
BEFORE TEETH WEAR, ERODE OR DECAY, THEY LOSE DENSITY.



- SPECIALLY FORMULATED TO OPTIMIZE REMINERALIZATION WHILE PROVIDING ENHANCED PROTECTION AGAINST MINERAL LOSS.
- CREST® PRO-HEALTH™ DENSIFY™ PROVIDES 2x BETTER MINERAL DENSITY PROTECTION FROM ACID EROSION vs regular sodium fluoride toothpaste
- KIDS CREST® ADVANCED, DESIGNED WITH STANNOUS FLUORIDE FOR ENAMEL PROTECTION FROM AN EARLY AGE.



EXPERTISE
YOU CAN TRUST



EFFICACY
TO BELIEVE IN



EXPERIENCE
PATIENTS LOVE

*Data on file

¹ Bartlett D, O'Toole S. 2020. Tooth Wear: Best Evidence Consensus Statement. Journal of Prosthodontics

² Donovan T et al. 2021. Contemporary Diagnosis and Management of Dental Erosion. J Esthet Restor Dent. 1-10

³ Bartlett DW, Ganss C, Lussi A. Basic Erosive Wear Examination (BEWE): a new scoring system for scientific and clinical needs. Clin Oral Investig. 2008 Mar;12 Suppl 1:S65-8. doi:10.1007/s00784-007-0181-5. Epub 2008 Jan 29.

⁴ <https://www.erosivetoothwear.com/health-professionals/>

⁵ 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

⁶ West N. et al. Bioavailable gluconate chelated stannous fluoride toothpaste meta-analyses: Effects on dentine hypersensitivity and enamel erosion. Journal of Dentistry, Volume 105, 2021. <https://doi.org/10.1016/j.jdent.2020.103566>

⁷ Eversole S, et al. J Clin Dent (2015) 26: 44-49

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continuing the care that starts in your chair

