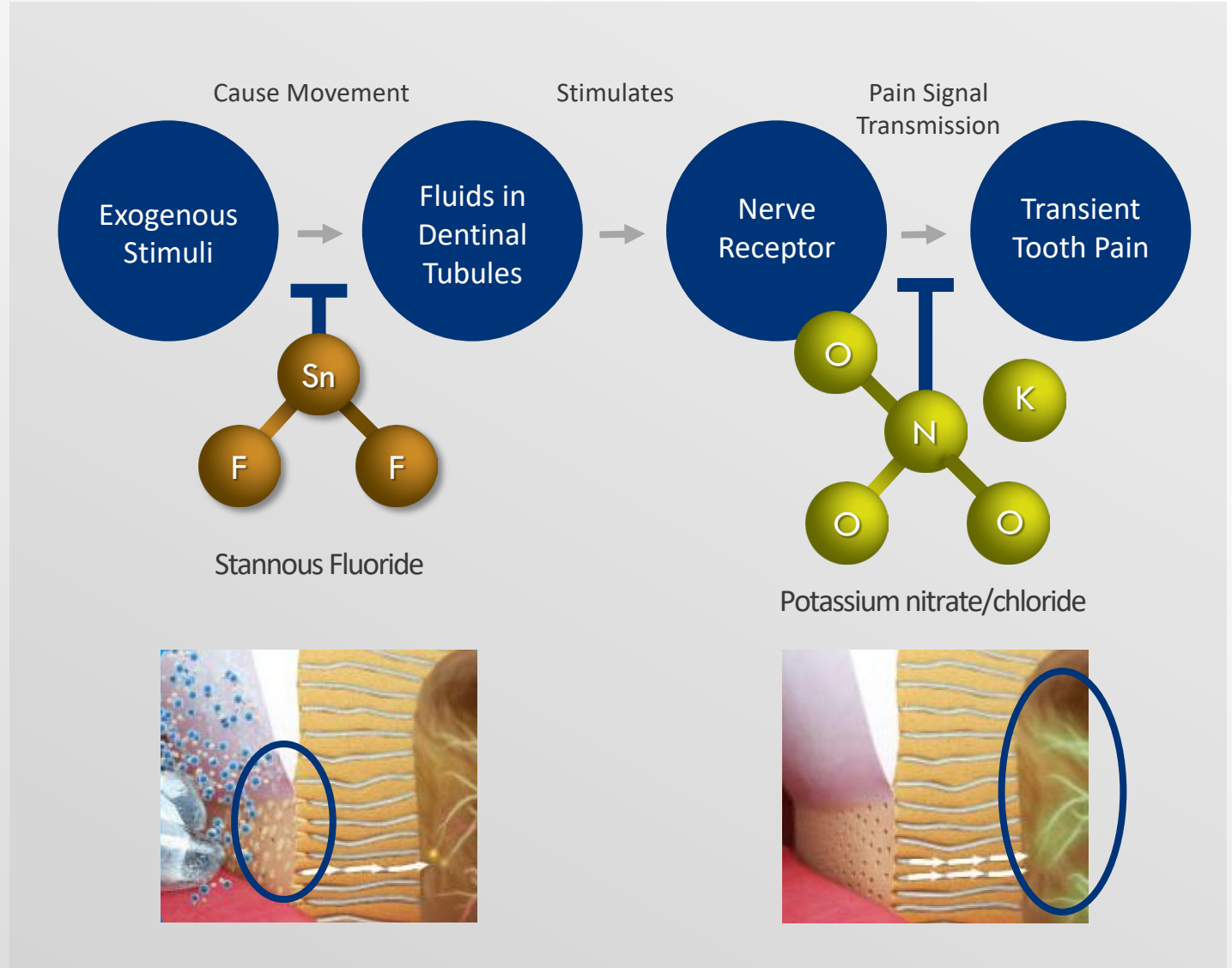




SENSITIVITY RELIEF

# TWO MECHANISMS OF ACTION

Stannous fluoride dentifrices protect against tooth sensitivity pain through its barrier formation capabilities, while other active ingredients depolarize the nerve (numbing)





# RESULTS Baseline-Week 8

Collectively, the SnF2 dentifrice performed the best overall for both types of tooth sensitivity stimuli.

- Tubule-occluding technologies provided the **most rapid sensitivity** relief.
  - Day 3 and week 2 analyses showed consistent benefits in favor of SnF<sub>2</sub>
- Desensitizing benefits for KNO<sub>3</sub> increased in magnitude throughout the clinical period, approaching the tubule-occluding technologies over time, for both cold air and tactile measures.
- Through weeks 4 and 8, participants continued to show improvements in symptoms for all three active treatments with **benefits directionally favoring the tubule-occluding technologies**.



# DURABILITY Weeks 8-11

*Durability of relief was measured by the assessment of clinical benefits **retained following cessation of active treatment at Week 8** and use of negative control for all participants from Weeks 8 to 11.*

All three active technologies exhibited significant retention of protection for both cold air and tactile sensitivity thresholds.

- Durability of benefit to:
  - **cold air was essentially similar** for the three active treatments. There was a 6% favorable difference between tubule occlusion technologies (SnF<sub>2</sub> and Oxalate) vs KNO<sub>3</sub>. Directionally but not statistically significant.
  - **tactile** threshold measures **numerically (12.9 and 13.3%) favored tubule occlusion technologies** (SnF<sub>2</sub> and oxalate ) versus KNO<sub>3</sub> dentifrice.

Data on file – soon to be published