



**Crest**

# TREAT SENSITIVITY AT THE ROOT OF THE PROBLEM

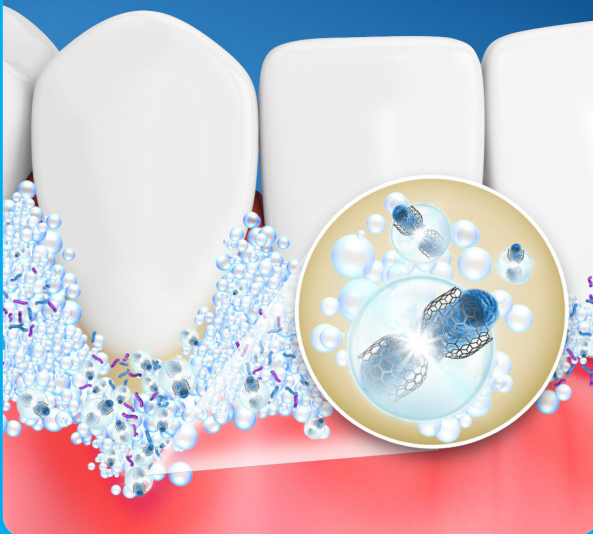


# NEW **Crest** GUM & SENSITIVITY

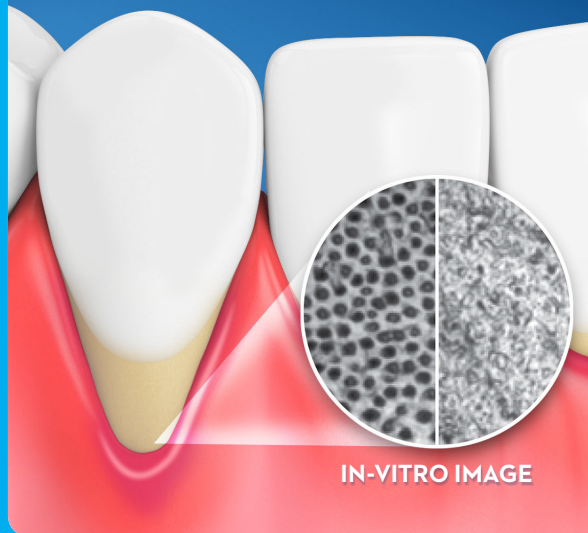
## CLINICALLY PROVEN HEALTHIER GUMS AND SENSITIVITY RELIEF

80% OF SENSITIVITY STARTS AT THE GUMLINE DUE TO RECESSION\*

KILLS PLAQUE BACTERIA



OCCCLUDES TUBULES



SHIELDS EXPOSED DENTIN



Stannous fluoride **starts working immediately**<sup>†</sup> to relieve sensitivity pain within days

- **Kills plaque bacteria** that can lead to gingivitis, then potentially periodontitis—a cause of gingival recession\*
- **Occludes exposed tubules** to provide relief from sensitivity
- Creates a layer of protection to **shield exposed dentin**

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

<sup>†</sup>Starts working immediately by blocking tubules.

NEW



RECOMMEND CREST®  
GUM & SENSITIVITY