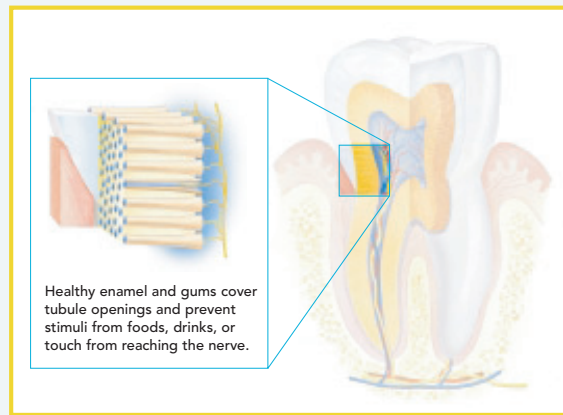


THESE MATERIALS ARE COMPLIMENTS OF:

Old Oakland Dental Care

827 Broadway Suite 320 • Oakland, California 94607
510-832-3713 • www.OldOaklandDental.com

How much do you know about sensitive teeth?



“Dentinal hypersensitivity” is one of the most common dental complaints.

- 1 in every 5 adults suffers from sensitive teeth
- Sensitive teeth can start hurting as early as in your 20s
- The teeth most commonly affected are “canines” and “premolars”
- Tooth sensitivity can cause improper brushing which may lead to a progression of problems including:
 - plaque buildup
 - gingivitis
 - periodontal disease
 - tooth loss
- Sensitive tooth pain occurs when the dentin is exposed to various stimuli. Pain can come and go, so tell your dental professional if you experience pain now or have in the past
- Many people with sensitive teeth think that nothing can be done to stop the pain—but there is a solution
- Treatment can be easy and “painless”

Ask your dentist or hygienist what to do about sensitive teeth.

Provided by the makers of **Sensodyne** toothpaste



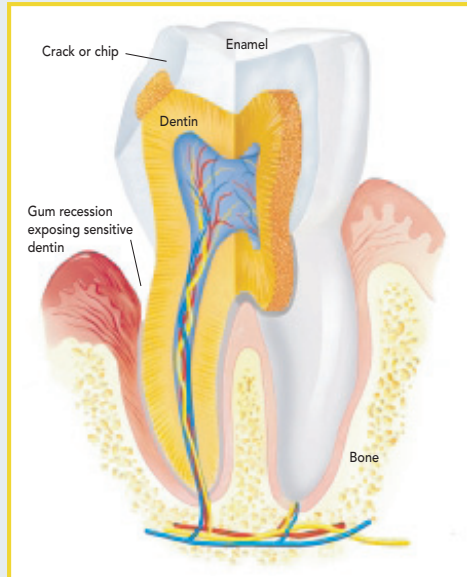
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What causes teeth to be sensitive?



Sensitivity pain occurs when exposed sensory nerves in the tooth react to various stimuli.

- The layer of the tooth under the enamel is called "dentin"
- Microscopic tubules act like tiny straws located in the dentin. They contain fluid and nerve endings
- Dentin can be exposed as gum tissue recedes or when the enamel is worn away—often by aggressive tooth brushing
- When stimuli, such as hot and cold foods and beverages, reach the exposed dentin, they cause the fluid in the dentinal tubules to move rapidly outward, resulting in pain

Ask your dentist or hygienist what to do about sensitive teeth.

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What makes *your* teeth sensitive?



Sensitive teeth can hurt as a reaction to:

- Cold foods or beverages
- Hot foods or beverages
- Sweet or sour (acidic) foods
- Overly aggressive brushing causing tooth abrasion
- Receding gums
- Plaque and bacteria
- Gingivitis
- Periodontal disease
- Cosmetic whitening/bleaching
- Teeth clenching or grinding
- Dry mouth
- Cracked or chipped teeth

If you experience pain due to these or other stimuli, talk to your dentist or hygienist. With their help, there's a lot you can do to help relieve sensitive tooth pain.

Ask your dentist or hygienist what to do about sensitive teeth.

Provided by the makers of **Sensodyne**^{MAXIMUM STRENGTH} toothpaste with fluoride



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