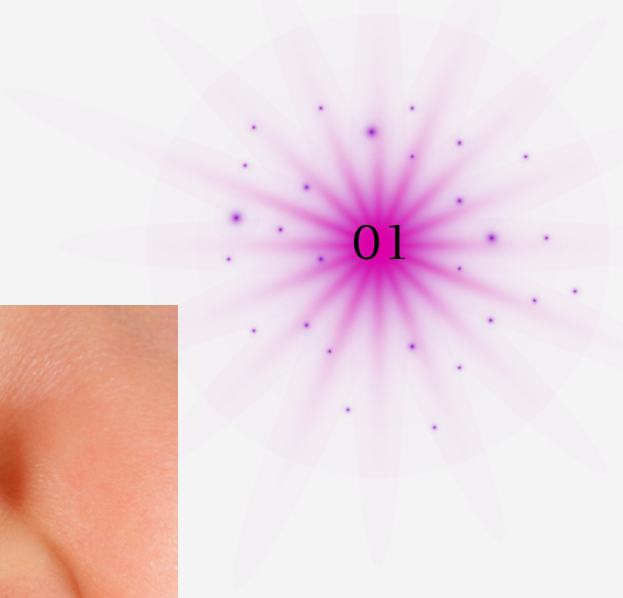


Finally White

UNDERSTANDING

SENSITIVE

TEETH



ITS COMMON

02

Sensitive Teeth is common in over 90% of
the general population.

Sensitive Teeth is common

WHY DOES IT HAPPEN

03

Sensitivity occurs when the dentin, a porous tissue in your teeth, becomes exposed. The dentin has microscopic channels, called tubules, which are pathways to the nerve. When dentinal tubules are exposed, due to receding gum tissue or enamel loss, nerves are more easily triggered by certain stimuli causing tooth sensitivity.

SOME PEOPLE NATURALLY HAVE MORE SENSITIVE TEETH THAN OTHERS DUE TO HAVING THINNER ENAMEL. THE ENAMEL IS THE OUTER LAYER OF THE TOOTH THAT PROTECTS THE DENTIN.

TRIGGERS

The list of common triggers can be exhaustive, below are the most common:

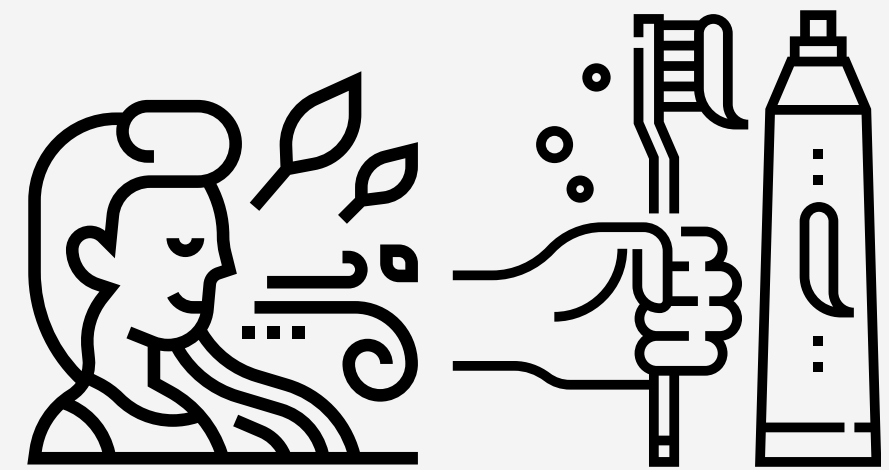
Hot/Cold
Food/Drinks



Sugary/Acidic
Foods/Drinks



Cold Air &
Brushing/Rinses



ALL OF THESE CAN BREAK DOWN ENAMEL MAKING OUR TEETHS DENTIN MORE VULNERABLE TO SENSITIVITY

CAUSES

While only a dentist can diagnosis the actual cause of a specific case of sensitivity, the below are common:



01

Brushing too hard/hard tooth brushes & abrasive toothpastes and products.



02

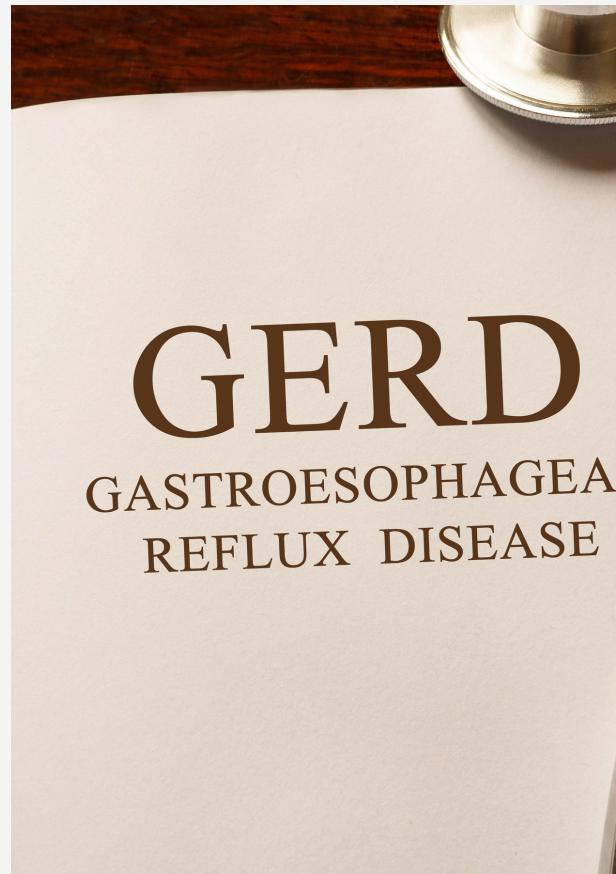
Teeth grinding, especially at night is a very common cause.



03

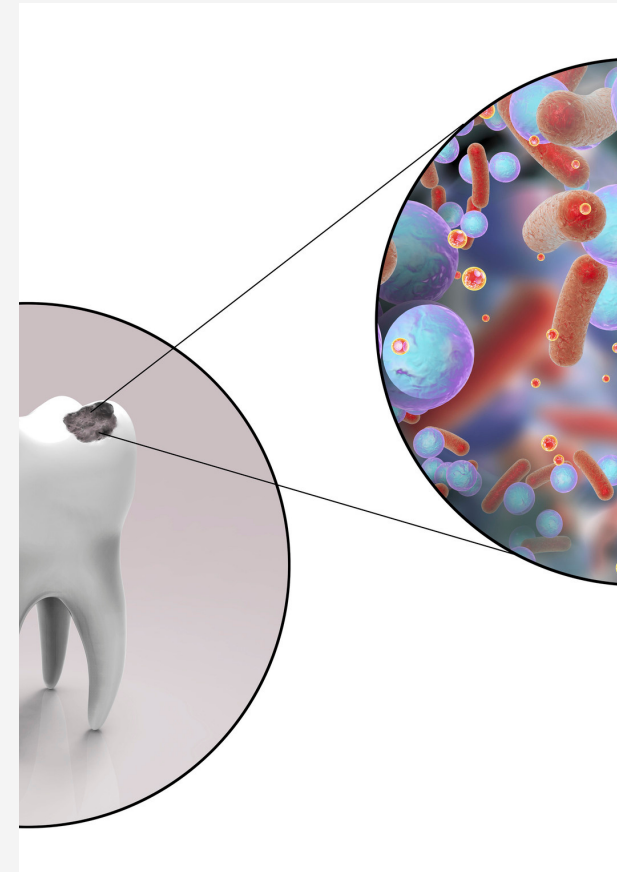
Diets high in acidity and/or sugar can also play a major role in tooth problems.

MORE COMMON CAUSES



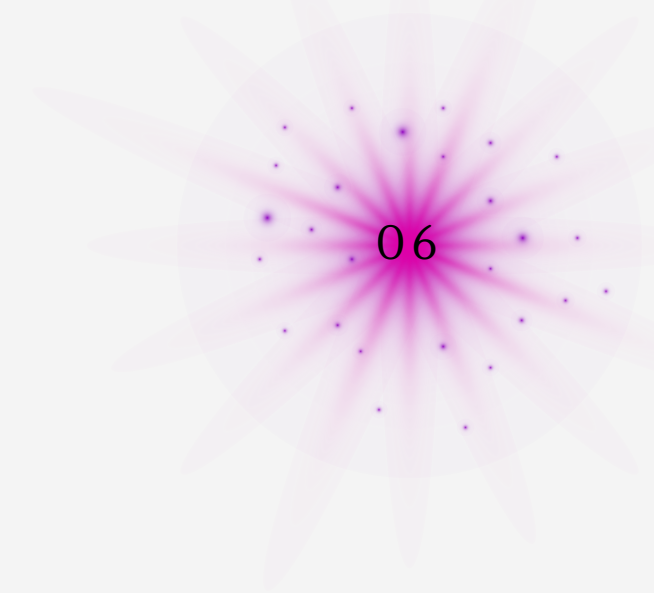
04

GERD and Bullimia are also known to cause hypersensitivity.

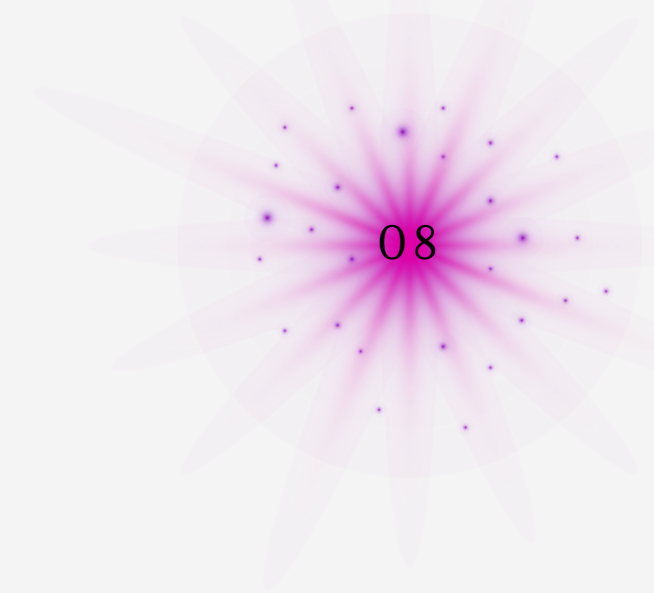


05

Cavities, tooth decay, gum recession, worn down fillings etc, can also leave dentin exposed and prone to sensitivty



Contrary to what some people say, teeth whitening does not itself cause teeth sensitivity but it can exasperate pre-existing sensitivities just like drinking something too hot/cold can.



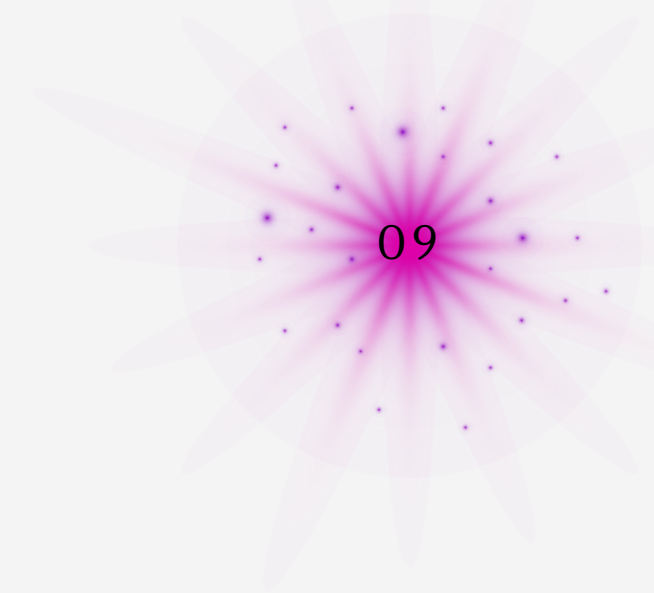
Treatments



CLIENTS AND
PATIENTS
SHOULD
ALWAYS VISIT
THEIR DENTIST
FOR A
TREATMENT
PLAN

THE FOLLOWING SLIDES ARE COMMON OVER THE COUNTER PRODUCTS/SOLUTIONS AVAILABLE TO HELP TREAT MILD TO MODERATE CASES OF SENSITIVITY. ALWAYS ENCOURAGE YOUR CLIENTS TO MAKE AN APPOINTMENT WITH THEIR DENTIST BEFORE BEGINNING ANY ORAL HYGIENE REGIME

COMMON TREATMENTS



01

Desensitizing toothpastes are usually the first line of defense.

More on next slide



02

Choose extra soft tooth brushes and mouth rinses with no alcohol.



03

Incorporate remineralizing products like the stain shields into your routine.

& TELL THEM TO MAKE AN APPOINTMENT WITH THEIR DENTIST

Encourage your client to choose toothpaste that's labeled as being specifically made for sensitive teeth. These toothpastes won't have any irritating ingredients, and may have desensitizing ingredients that help block the discomfort from traveling to the nerve of the tooth.

If a client is worried about sensitivity and teeth whitening, encourage your client to use Sensodyne (or any other good quality sensitive tooth paste) twice a day for two weeks before their appointment.





Proper oral hygiene is the key to preventing sensitive-tooth pain. Always have your client consult their dentist if they have any questions about their daily oral hygiene routine or concerns about tooth sensitivity.