

Colgate®

Switch on
**Instant[^]
Relief**



Starts to **Repair**
Sensitivity **Instantly^{^^}**



**Clinically proven
PRO-ARGIN[®]
technology***



**Seals and repairs
sensitive teeth
areas**



**Instant[^] and
lasting sensitivity
relief^{**}**

[^]For instant relief, apply directly to each sensitive tooth with finger tip and gently massage for 1 minute, up to twice daily.
^{^^}By plugging the exposed dentine tubules. For instant relief, apply directly to each sensitive tooth with finger tip and gently massage for 1 minute, up to twice daily.

^{*}J Clin Dent 20 (Spec Iss): p.115-122, 123-130, 131-136, 2009, Colgate-Palmolive.

^{**}With continued use 2x per day. For lasting relief, apply to a gentle toothbrush making sure to brush all sensitive areas of the teeth.

Dentine hypersensitivity (DHS): a common problem

Up to 57% of dental patients suffer from DHS¹

AND 84.5% of patients after periodontal treatment suffer from DHS¹

Therefore, identifying DHS is essential

Colgate Sensitive Pro-Relief ACTIVE REPAIR

Repair + Enamel Strength

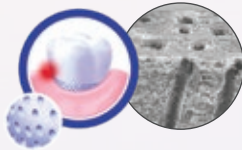
Repairs sensitive areas of teeth + strengthens enamel



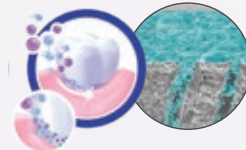
Watch how Pro-Argin works here



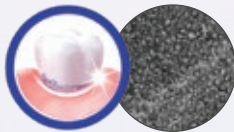
How it works



Sensitivity is caused by exposed dentine tubules



Pro-Argin technology plugs these tubules & relieves sensitivity instantly**

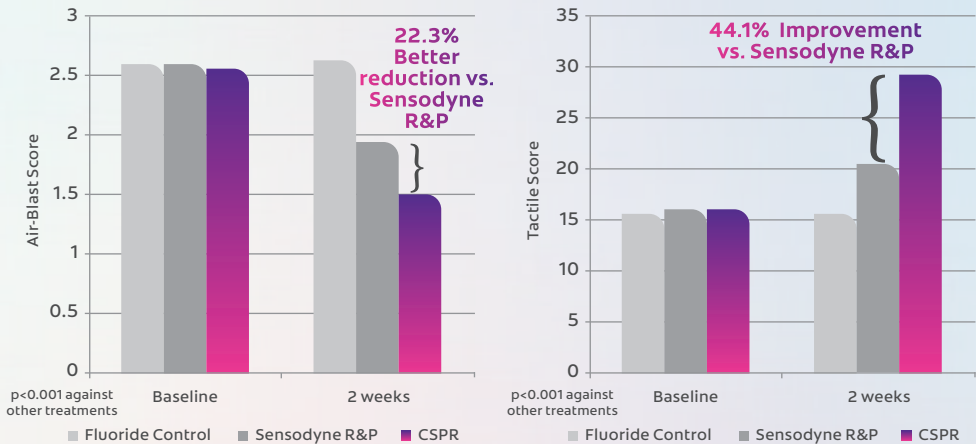


Over time, it builds a protective shield that acts like a seal and helps prevent sensitivity from coming back

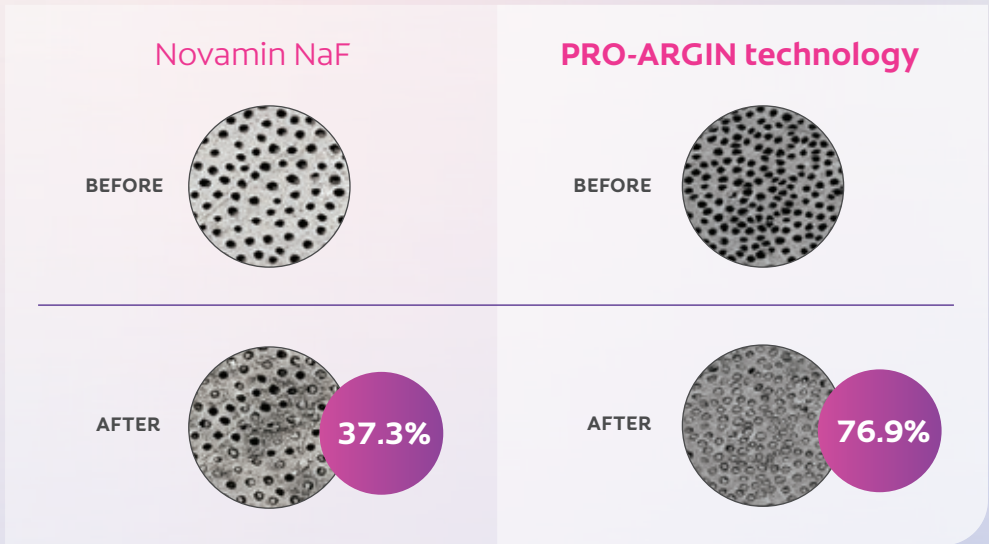


Formulated with Zinc Phosphate for a faster build-up of the protective layer^^ & enhanced acid resistance

A clinical study demonstrated Colgate Sensitive Pro Relief Toothpaste with Pro-Argin technology **delivers faster** and better sensitivity relief** vs Novamin technology after 2 weeks.^



In an in vitro study, Colgate Sensitive Pro-Relief with Pro-Argin technology + Zinc Phosphate demonstrated **greater dentine tubule occlusion versus Novamin***.



1. NathooS, et al. J Clin Dent 2009;20 (4): 123-30.
 **For instant relief, apply directly to each sensitive tooth with finger tip and gently massage for 1 minute, up to twice daily.
 ^^Faster build-up of protective layer vs. Colgate Sensitive Pro-Relief Toothpaste without Zinc Phosphate.
 ^Kakar et al., 2012 clinical study [Data on File].
 *After 3 brushings for 2 minutes. Liu, Y., et al: Rapid Dentin Occlusion by a PRO-ARGIN Toothpaste: An in-vitro Study Poster #1108, International Association for Dental Research, 2026



Recommend the Colgate Sensitive Range for Patients with Teeth Sensitivity

CP Product	Variants	Key Ingredients	Patient Profile/ Indications
	Colgate Sensitive^{^^} • Multi-Protection • Whitening • Advanced Clean (Not available in NZ)	Potassium Salts (Potassium Nitrate/ Citrate)	Provides 24/7 sensitivity protection* and relieves tooth sensitivity. Soothes and desensitises nerve endings in teeth for long-term sensitivity pain relief when used regularly.
	Colgate Sensitive Pro-Relief • Multi-Protection • Whitening • Enamel Strength	Pro-Argin™ Technology	Clinically proven instant[^] and lasting relief[†] for sensitive teeth with Pro Argin Technology. With regular use, builds a long lasting protective barrier that acts like a seal against sensitivity.
	Colgate Sensitive Pro-Relief Active Repair • Repair + Enamel Strength	Pro-Argin™ Zinc Phosphate	Clinically proven instant [^] and lasting sensitivity relief with Pro-Argin Technology. Seals and repairs sensitive teeth areas, with added Zinc Phosphate for faster repair [‡] and enhanced acid resistance.

Instant[^] and lasting sensitivity relief[†] – Clinically Proven.



FIND OUT HOW YOU CAN SUPPORT YOUR SENSITIVITY PATIENTS

Scan the QR code to order Colgate Sensitive Pro-Relief Active Repair Enamel Strength via Henry Schein.

Colgate Sensitive Pro-Relief Toothpastes. For the relief of tooth sensitivity. Do not swallow. Not recommended for children under 6 years. Colgate Sensitive Toothpastes. For the relief of tooth sensitivity. Do not swallow. Not recommended for children under 12 years.
Colgate-Palmolive Pty Ltd. Sydney, Australia. Colgate-Palmolive Ltd. Auckland, New Zealand.

^{^^}Colgate® Sensitive Range. Actives: Multi Protection: Potassium citrate 55.3mg/g, Sodium monofluorophosphate 7.6mg/g, Zinc citrate trihydrate 20mg/g. Whitening: Potassium citrate 55.3mg/g, Sodium monofluorophosphate 7.6mg/g. Advanced Clean: Potassium nitrate 50mg/g, Sodium fluoride 2.2mg/g.

*With twice daily brushing, relief in up to two weeks.

[^]For instant relief, apply directly to each sensitive tooth with finger tip and gently massage for 1 minute, up to twice daily.

[†]With continued use 2x per day. For lasting relief, apply to a gentle toothbrush making sure to brush all sensitive areas of the teeth.

[‡]Faster build-up of protective layer vs. Colgate Sensitive Pro-Relief Toothpaste without Zinc Phosphate.