

The Colgate® SENSITIVE INSTANT Relief Patient Experience Programme results are in!

Dental professionals from across the UK invited their patients presenting with dentine hypersensitivity to participate in the Colgate® SENSITIVE INSTANT Relief Experience Programme.¹ Patients used Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT toothpaste twice daily for 4 weeks. Patient feedback collected from 191 patients can now be shared, providing you with the confidence to recommend Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT toothpastes to your patients with dentine hypersensitivity.

The results of the Colgate® SENSITIVE INSTANT Relief Experience Programme¹

Patient feedback revealed that almost 3 out of 4 already use a sensitive toothpaste with 99% agreeing that it is important their toothpaste maintains gum health alongside preventing the pain of sensitive teeth.¹

Patients comments included:

“The protection against sensitivity lasted so well between brushing, I forgot that I suffered from sensitive teeth. Wonderful”

“Great toothpaste. I used to use a different brand but will now be changing to this one”

“Helps with sensitivity which I was struggling with for ages!”



said they are satisfied with how Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT toothpaste managed the pain of their sensitive teeth



said Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT toothpaste gave a greater reduction in the pain of sensitive teeth, compared to their regular toothpaste



of patients are likely to recommend Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT toothpaste to someone they know with sensitive teeth



of patients are likely to purchase Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT toothpaste in the future

Do you see patients with dentine hypersensitivity and gum problems?

You are able to recommend a toothpaste for both. Colgate® SENSITIVE INSTANT Relief REPAIR & PREVENT provides instant^{2,*} and long-lasting relief.^{3,§} The addition of zinc helps to strengthen gums and prevent gum recession, a key cause of future sensitivity,⁴ providing over 25% reduction in gum problems^{4,†} after 6 months.

Don't let your patients with sensitivity settle for less, give them the solution with Colgate® SENSITIVE INSTANT* Relief toothpaste

*For instant relief, apply as directed to the sensitive tooth and directly massage for 1 minute. §Lasting relief with 2x daily continued brushing. †Compared to a standard fluoride toothpaste.

References: 1. Colgate® SENSITIVE INSTANT Relief Experience Programme, data as December 2022, n=191 patients. 2. Nathoo S, et al. J Clin Dent. 2009;20(Spec Iss):123-130. 3. Docimo R, et al. J Clin Dent. 2009;20 (Spec Iss):17- 22. 4. Lai HY et al. J Clin Periodontol. 2015; 42:S17.