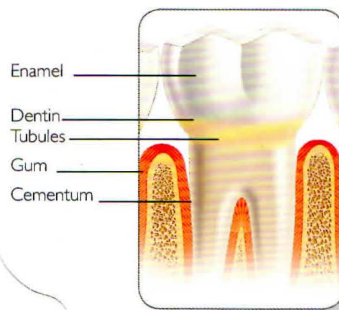


For people with tooth sensitivity—there's Sonicare.

Do you feel a sharp pain around your teeth when you eat something cold or hot? If so, you may be suffering from tooth sensitivity.

What is tooth sensitivity?

Sensitivity of the teeth is usually caused when the dentin layer, which is under the enamel or cementum layer of your teeth, is exposed. Most often, the problem begins when gums recede. Gum recession exposes the roots,



which contain small pores or tubules that lead directly to the nerve of your tooth. When these pores are exposed, outside stimuli such as cold or heat travel down the tubules and trigger the nerve, causing sharp pain.

What causes tooth sensitivity?

- Poor oral hygiene leading to plaque build-up, gum disease and recession
- Using too much pressure when brushing
- Use of a hard-bristle brush
- Eating foods high in acid
- Teeth whitening or bleaching processes

Tell your dental professional if you have sensitive teeth.

It's extremely important to talk to your dental professional if you experience pain associated with tooth sensitivity. Sometimes the pain comes and goes, or may vary from season to season, and you may not realize that it is a treatable dental condition. Your dental professional can help you effectively treat your pain.

What are the symptoms of tooth sensitivity?



Pain in response to cold or heat (eating ice cream or drinking a hot beverage)



Sensitivity to blowing air on the tooth surface



Pain in response to touch (toothbrushing, flossing)



Pain when teeth are exposed to sugar or acidic foods

Effective treatment includes:

- Addressing the underlying cause
- Proper oral hygiene to avoid plaque build-up
- Awareness of the practices that may add to sensitivity
- Talking to your dental professional about Philips Sonicare

For optimal results, a new brush head is recommended every three months. Reminder bristles fade when a replacement is needed.



PHILIPS
sonicare
the sonic toothbrush

PHILIPS
sense and simplicity

Sonicare FlexCare+ reduces the pain associated with tooth sensitivity.

The patented sonic technology of Philips Sonicare delivers powerful yet gentle dynamic cleaning action that reaches deep between teeth and along the gumline. It's a superior clean that's safe for sensitive teeth.

- Sonicare FlexCare+ helps reduce tooth sensitivity and pain from inflamed and swollen gums¹
- The gentle brushing action of Sonicare FlexCare+ helps prevent gum recession
- Sonicare FlexCare+ features extra-soft bristles and delivers a gentle brushing action that is safe on teeth and gums



Ask your dental professional for more information on tooth sensitivity.

Guaranteed results

Noticeable results and better checkups in 28 days, guaranteed.

If you're not

100% satisfied,

we'll give you a

full refund—

no questions asked.

For more information, visit sonicare.com



Meet Steve.

Eating ice cream hurts his teeth and he doesn't know why.



¹Frederick C, DeLaurenti M, Olson M, Jinling W, Jenkins J, Strate J. Comparison of Sonicare FlexCare power toothbrush and a manual toothbrush on dentin hypersensitivity. Data on file, 2009.



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Save up to \$15

1. Purchase the products below from your dental professional's office or retail stores on or before 12/31/11:
 - Save \$10 on any Sonicare-branded rechargeable toothbrush*
 - Save \$5 on any Sonicare-branded brush heads
2. Enclose:
 - this rebate form
 - the original sales receipt (please circle the Sonicare purchase price)
 - proof of purchase—cut out and attach the bar code from the bottom of the package
3. Mail to: Sonicare Rebate Offer 10407, PO Box 29367, Shawnee Mission, KS 66201-5367

First Name _____ Last Name _____

Mailing Address _____

City _____ State _____ Zip _____

Home _____ Email _____

Offer not valid on Professional Trial Models or Sonicare Xtreme. Offer valid on select Sonicare models only. No photocopies will be accepted. Not redeemable in retail stores. Offer valid through 12/31/11. Must be postmarked no later than 1/31/12. Limit one per individual or address. Resellers are not eligible. May not be combined with other offers. Keep copies of all submitted materials for your records. Lost or stolen, damaged or expired rebate checks/items will not be replaced. Offer good only in the U.S. and void where prohibited, restricted or taxed by law. Allow 8-10 weeks for redemption.

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