

**Advert for Colgate Sensitive toothpaste in Kenya. Colour lithograph, ca. 2000.**

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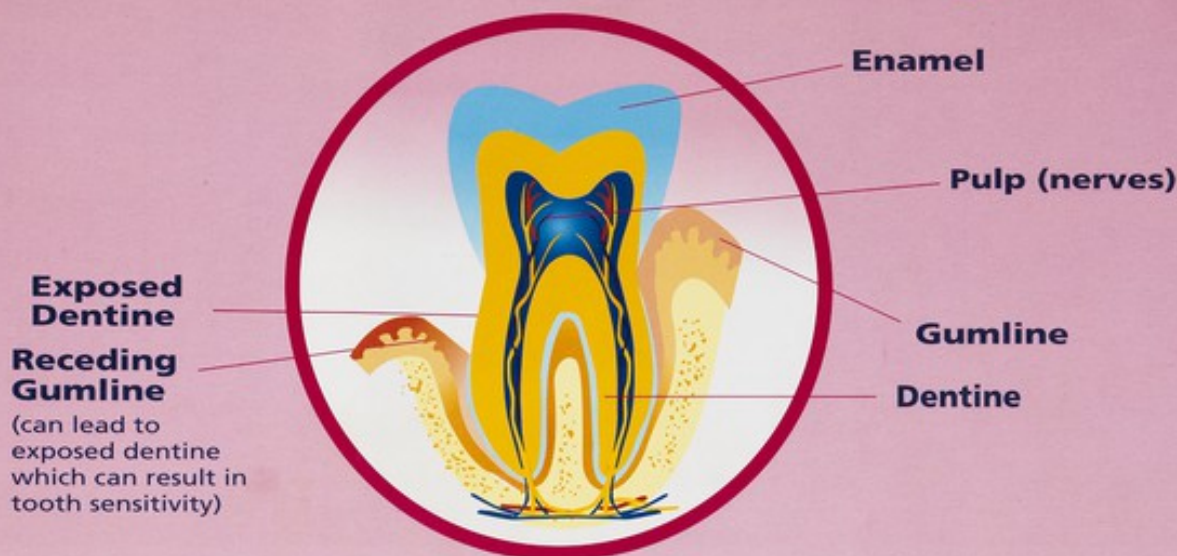
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# Understanding Tooth Sensitivity



## How Do I Know If I Have Sensitive Teeth?

A short, sharp pain felt when eating or drinking hot, cold, sweet or sour foods or drinks may be due to a sensitive tooth.

## What Causes Tooth Sensitivity?

When tooth enamel is lost or when gums recede, the inner layer of the tooth (called dentine) may be exposed. Dentine is made of thousands of microscopic tubes (tubules) that lead to the nerves deep inside the tooth.

Cold, heat and sugar cause the fluid movement in the dentine, which stimulates nerves and results in pain.



Teeth with exposed dentine

Exposed dentine may be the result of:

- Brushing too hard near the gums
- Gum diseases
- Abnormal grinding of teeth (bruxism)
- Acid erosion of protective enamel

## What Can I Do About Tooth Sensitivity?

Consult your dentist on the right brushing techniques.

Brush your problem areas gently using a soft bristle toothbrush, so you don't harm your gums or teeth.

Use a desensitising toothpaste which will soothe your teeth's sensitive nerves.

If symptoms persist, your dentist can apply a desensitising agent on the exposed dentine. This seals the dentine tubes and reduces sensitivity.



Ask your dentist about Colgate Sensitive today!

**#1 Recommended by dentists worldwide**