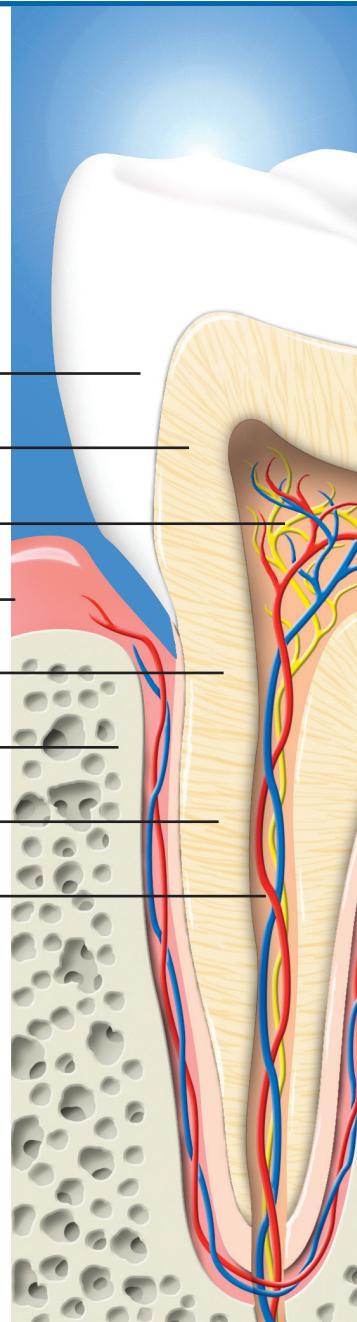


Immediate pain reduction –  
One application brings  
months of relief

Exposed, sensitive areas of  
the tooth can be sealed with  
a special protective layer  
of GLUMA Desensitizer and  
GLUMA Desensitizer PowerGel.

- Dental enamel
- Dentin
- Dental pulp
- Gum
- Dentin canals
- Jaw bone
- Tooth root
- Root canal



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**GLUMA® Desensitizer and  
GLUMA® Desensitizer PowerGel**  
Two solutions to cover all your  
sensitivity needs.

Giving a hand to oral health.

# GLUMA® Desensitizer and GLUMA® Desensitizer PowerGel

Sweet chocolate, sour apples, salty chips, ice-cold drinks or hot food can all cause intense and sometimes agonizing pain. If you know this feeling, you are not alone. Approximately one-third of all adults experience this regularly.

The good news is, something can be done to relieve your suffering.

Ask your dentist or hygienist about GLUMA Desensitizer and GLUMA Desensitizer PowerGel. By creating a protective seal over the neck of your tooth, GLUMA Desensitizer and GLUMA Desensitizer PowerGel can help you enjoy months of pain-free eating and drinking.

The biggest advantages:

- Starts working immediately after application.
- Once applied, provides you with months of pain-free eating and drinking.



## When simple pleasures hurt.

### The problem: exposed dentin

Dental enamel covers the tooth crown and is the hardest part of the tooth; in fact, it is the hardest substance in the human body.

Beneath this enamel is dentin, which makes up the largest part of the human tooth. Dentin is softer and more permeable than enamel. The dentin is crossed by many microscopic canals that connect the dentin with the tooth nerve. If dentin is exposed, these dentin canals are open to the mouth cavity resulting in oversensitive tooth necks.

### Why is dentin exposed?

There are many causes of exposed dentin that can lead to oversensitive teeth:

- **Periodontitis** – when gums are infected by bacteria in the periodontal pocket. Periodontal treatment can also cause oversensitive teeth – due to receded gums which are exposing dentin.
- Misuse of **alcohol or tobacco** can result in poor blood flow and inadequate immune defense, leading to diminution of the gums.
- **Natural abrasion and wear** – loss of dental enamel is part of the natural aging process. Plus, excessive tooth brushing and heavy horizontal movements can lead to oversensitive teeth as the enamel can be brushed away.
- **“Grinding” or poor dental alignment** can cause shrinking of the gums and loss of enamel at the tooth neck leaving dentin exposed.
- **Wedge-shaped tooth defects** of various origin may expose the dentin.

## Protection for sensitive teeth.

For those affected, there is effective help: sealing your sensitive teeth with GLUMA Desensitizer and GLUMA Desensitizer PowerGel.

- Seals the dentin canals that lead to the tooth nerve, preventing unpleasant stimuli from being able to penetrate inside the tooth – with immediate effect!
- Easily applied. Can effectively reduce unpleasant oversensitivities – for months at a time!

### Extra tip—here are additional preventive measures to further protect you from sensitive teeth:

- Use toothpaste for sensitive teeth, which adds a fluoride-containing covering to the dentin.
- Use a soft toothbrush so bristles will not irritate the sensitive areas of the tooth.
- Apply only gentle pressure when brushing your teeth and avoid excessive horizontal movements.

**Ask your dentist today about treatment with  
GLUMA Desensitizer and GLUMA Desensitizer  
PowerGel.**