

Product Launch



The paste that claims to rebuild your teeth

A NEW toothpaste promises to end the agony of sensitive teeth by rebuilding tooth enamel. The 13million Britons who wince when they eat hot or cold food have long been able to buy products to mask the pain. The new treatment, however, claims to be the first on the market that actually treats the cause of sensitive teeth. Arm & Hammer's Enamel Care Sensitive is said to contain a liquid form of calcium, the key component in tooth enamel. The idea is that the calcium rebuilds the tooth by plugging microscopic gaps in the enamel. The repair stops dental nerves becoming exposed, preventing pain. The makers are hoping the product will attract some of the \$80million a year spent on treatments by those for whom simple pleasures such as drinking a cup of tea or eating ice cream can be unbearable. Dentist Graham Barnby, who treated the treatment at his clinic in the south of England, said: 'This is a unique product. Patients with sensitive teeth who have used the paste have experienced dramatic improvements in just two weeks. The liquid calcium is the key. It uses the minerals naturally present in teeth to help the body mend itself, coating the teeth in a natural substance similar to enamel. Current toothpastes

by Colin Fernandez aimed at people with sensitive teeth simply mask the pain - this one solves the problem. The toothpaste, which has been five years in the making, will be available in Britain at the end of this month priced at £3.49 for a 75ml tube, before going on sale in the US. Dental sensitivity is an increasing problem as the population ages and teeth become more sensitive as a result of gum recession or erosion of the enamel by acidic food and drink. Dr Barnby added: 'We are living much longer and more people are reaching 60, 70 and 80 with their teeth - but many of

'A totally natural way' them are left suffering pain from sensitivity. 'This calcium-based toothpaste could offer them some much needed relief.' A spokesman for Arm and Hammer said: 'This is a totally natural way to protect teeth. The toothpaste has eight times the amount of calcium in saliva, it coats the teeth and encourages the enamel to recover. Gordon Watkins, a member of the British Dental Association's science committee, greeted the new product enthusiastically and said full scientific trials were necessary to see if it was as effective as claimed. M



Brush with care: 13million Britons suffer from sensitive teeth

Watkins went on: 'Sensitive teeth are a significant problem for many people. This new toothpaste from Arm and Hammer claims to treat this problem with new technology. The British Dental Association will be interested to see the results of properly constructed clinical trials that demonstrate the claimed benefits for this product together with the long-term outcomes.' One in five Britons believes their partner has bad breath, according to a survey. The result was the same for men and women, the National Smile Month survey found. Residents of Edinburgh had the freshest breath, while those in Cambridge were most likely to suffer from halitosis. The research, involving 1,000 men and women, was commissioned by the British Dental Association. The company's chief executive of the foundation, said: 'Bad breath turns off food must be a worry people are not partners. With a further revealing they colleagues will seem that this much a common. Most had breath of poor oral hygiene. People need teeth twice a day toothpaste, cut often they have and drinks and just regularly. With the sure that the major wouldn't risk their telling someone bad breath it seem need to find out fit. Lick the inside leave it a few seconds if the smell is

Pain from sensitive teeth could become a thing of the past following the development of a new toothpaste which rebuilds damaged enamel.

The new treatment from Arm and Hammer coats teeth with a liquid form of calcium - the building block of tooth enamel.

The calcium ions in Enamel Care Sensitive then encourage teeth to re-grow lost enamel, effectively making the teeth repair themselves.

Calcium seals holes eroded by acidic food and drink as well as protecting exposed nerves which cause pain for sensitive teeth sufferers.

The new product could bring relief to people in Britain who endure pain from

Femalefirst.co.uk

If you are one of the millions in the UK who have sensitive teeth, this is really important news...ready for this? NO MORE PAIN!

indiatimes

THE ECONOMIC TIMES

Now a toothpaste that rebuilds enamel!

Special 10 Years No. 1 in the World!

LONDON: Dental scientists have developed a toothpaste that they claim contains a liquid form of calcium and can help in rebuilding eroded teeth by rebuilding the tooth enamel.

People with sensitive teeth experience pain and discomfort after consuming hot or cold food, liquid or smacking food. This problem often occurs when gums retreat and the tooth roots are exposed. They are not covered by hard enamel, the protective outer layer of the tooth.

Arm and Hammer's sensitive care toothpaste produced by Church and Dwight Co., the world's leading manufacturer of a wide range of personal care, household and specialty products is said to contain a liquid form of calcium, the key component of tooth enamel.

The Daily Telegraph

Objective:

To generate positive news in high visibility consumer media to support and drive sales for new Enamel Care Sensitive.

Implementation:

Using the scientific evidence behind the product and dentist Graham Barnby as spokesperson, PR4 created a powerful news story that evidenced the products unique ability to resurface teeth enamel.

Results:

Coverage reach was in excess of 63 million and included a full page in the Daily Mail and Daily Telegraph plus front page news on Channel 4 News online among others. On the strength of PR alone, Enamel Care Sensitive sold out in the first two weeks of going on sale.



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