

**BREAKTHROUGH
TECHNOLOGY**

Crest[®] SENSI-STOP™ STRIPS

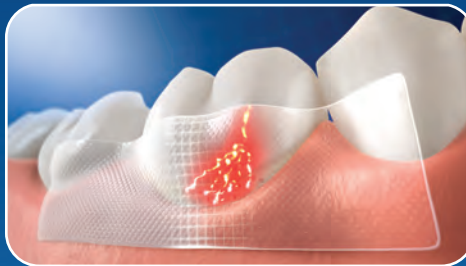
GET SENSITIVITY RELIEF — LIKE NEVER BEFORE —

FIND IT



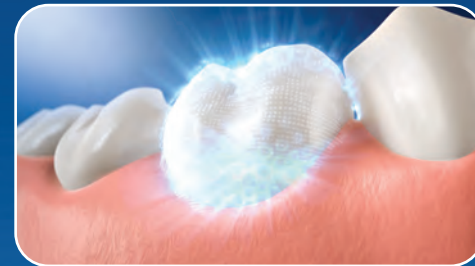
Identify exactly where you feel the “zing”

STICK IT



Place 50% of the strip over the gum and 50% over the tooth

RELIEVE IT



In 10 minutes remove the strip.
Relief lasts up to 1 month*

Try Crest[®] SENSI-STOP™ STRIPS today
for sensitivity relief that really sticks.

*See package for usage instructions and additional information.



1 STRIP

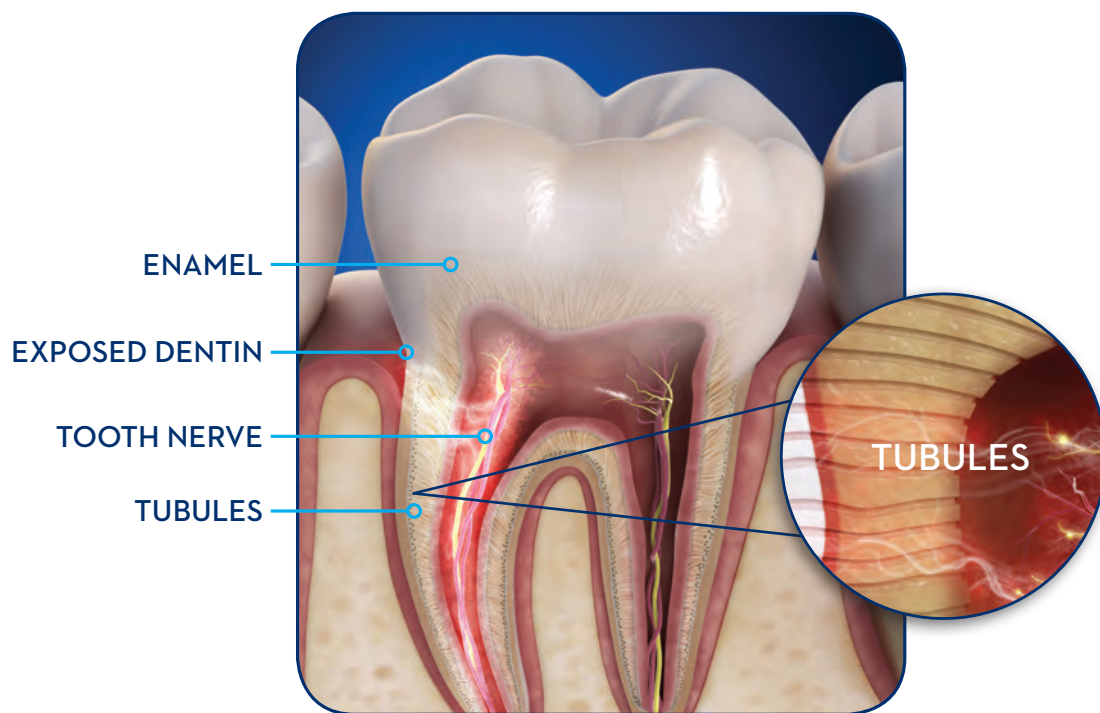
10 MINUTES

— up to —
1 MONTH
OF PROTECTION*

life opens up when you do Crest + Oral-B[®]

WHAT IS DENTINAL HYPERSENSITIVITY?

- Pain that occurs when the layer of a tooth underneath the enamel (called dentin) is exposed along the gumline
- As a result, tiny tubules that lead to the tooth nerve are unprotected, leading to nerve stimulation and pain



Common triggers of dentinal hypersensitivity include:

- Cold liquids, food, and air
- Hot liquids and food
- Acidic and sugary foods

Interested in a breakthrough treatment that helps stop sensitivity?

- Immediate relief • No daily application • Long-lasting protection*

*See package for usage instructions and additional information.