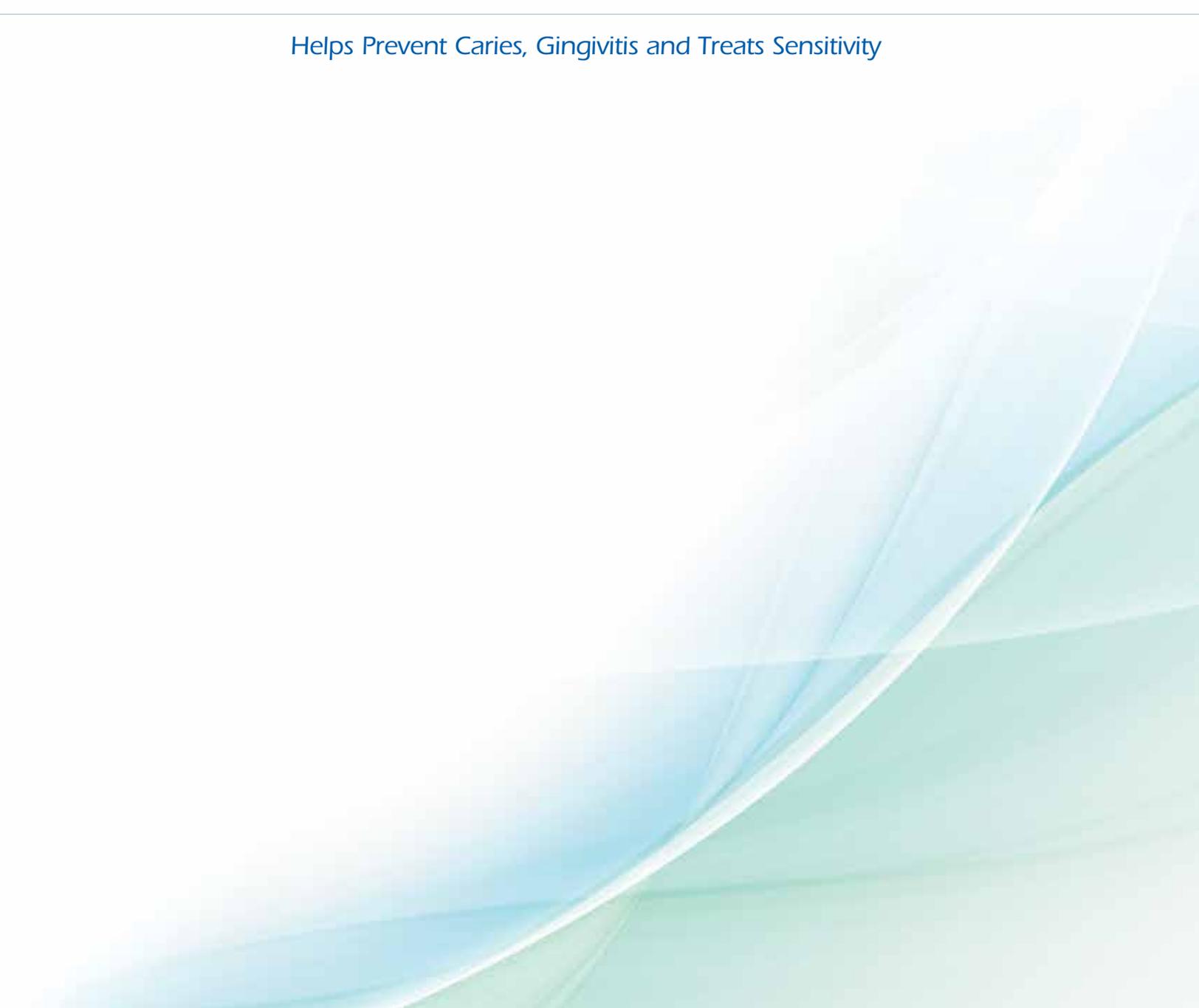


**premier** *Enamelon*<sup>®</sup>  
The New Standard of Caring<sup>™</sup>

Helps Prevent Caries, Gingivitis and Treats Sensitivity



**premier** Enamelon®

The New Standard of Caring™

Helps Prevent Caries, Gingivitis  
and Treats Sensitivity



### Enamelon® Preventive Treatment Gel

0.40% Stannous Fluoride (970 ppm F)

Enamelon® Preventive Treatment Gel is formulated with stabilized stannous fluoride optimized with calcium and phosphate ions to offer an effective home-use treatment plan for caries prevention, gingivitis and/or sensitivity relief. The gentle, non-abrasive formula can be used daily as part of your patients' oral hygiene care routine. You and your patients can enjoy efficacy, versatility and safety – all in one treatment gel.

- Aids in the prevention of cavities
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- Helps prevent gingivitis
- Helps interfere with the harmful effects of plaque associated with gingivitis



“Great-tasting science!”

## Discover the Enamelon® Advantage

Enamelon® is the new standard of caring™, a safe and effective alternative to 5000 ppm F toothpastes and remineralizing pastes, to help prevent caries, gingivitis and treat sensitivity. Enamelon utilizes the remineralizing technology of Amorphous Calcium Phosphate (ACP) and contains Ultramulsion® and mucoadhesive co-polymers, a unique combination that increases substantivity and creates a great mouth-feel.

		 Preventive Treatment Gel	Clinpro™ 5000	MI Paste Plus™
ppm Fluoride		970	5000	900
Claims	<i>Anticaries</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *	
	<i>Sensitivity Relief</i>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	<i>Antigingivitis</i>	<input checked="" type="checkbox"/>		
Features/Benefits	<i>Stimulates Saliva</i>	<input checked="" type="checkbox"/>		
	<i>Moisturizes &amp; Soothes Soft Tissue</i>	<input checked="" type="checkbox"/>		
	<i>Abrasive-free Formula</i>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	<i>ACP Formula</i>	<input checked="" type="checkbox"/>		
	<i>SLS-free</i>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Value	<i>Price<sup>1</sup></i>	\$12.99/4 oz	\$12.99/4 oz	\$15.89/1.41 oz
	<i>Cost/Ounce</i>	\$3.25	\$3.25	\$11.26

\*5000 ppm F toothpastes are categorized as "unapproved drug other" by the FDA.

<sup>1</sup> Dealer Pricing - 2014. / Clinpro™ and MI Paste Plus™ are not trademarks of Premier® Dental Products Company.



The New Standard of Caring™

## Enamelon® Preventive Treatment Gel provides 3x greater reduction of enamel solubility with twice as much fluoride uptake as 5000 ppm F toothpastes.

Enamelon® Preventive Treatment Gel contains 970 ppm fluoride ion, yet this patent-pending formula utilizes calcium and phosphate ions to uniquely deliver more fluoride uptake to teeth. Additionally, this is the first formula to combine the protective properties of the stannous ion with the remineralizing potential of ACP technology.

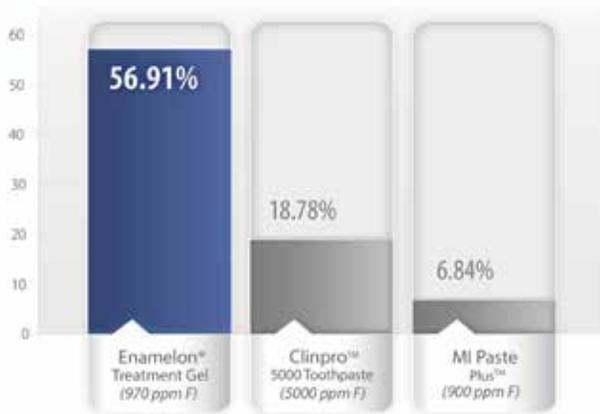
The unique saliva-stimulating formula provides an enhanced ability to form loosely bound calcium fluoride reservoirs. These reservoirs provide a vital source of remineralizing ions in the presence of an acid challenge. The release of these ions helps to promote remineralization and inhibit demineralization.<sup>2</sup>

### The result is more protection with less fluoride exposure!

### 3x Greater reduction of enamel solubility

Enamel Solubility Reduction FDA Method #33<sup>3</sup>

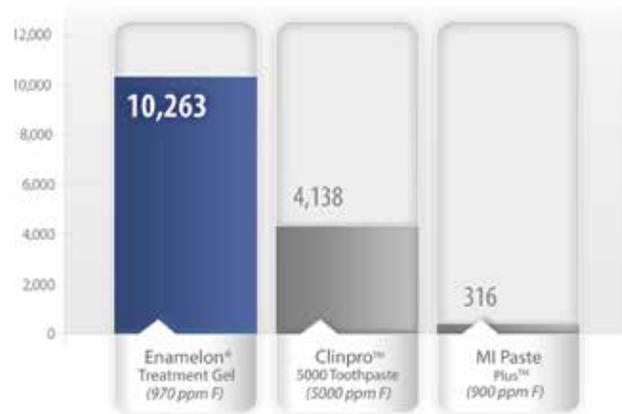
Negative Control (Water) recorded a -5.45% Enamel Solubility Reduction



In-vitro testing shows that Enamelon® reduces the solubility of enamel, preventing demineralization of the tooth surface when exposed to acids. Enamelon Preventive Treatment Gel decreases enamel solubility by 56.91% compared to 18.78% with 5000 ppm fluoride paste, providing 3x greater protection against acid challenges.

### More protection with less fluoride

Enamel Fluoride Uptake (ppm F) FDA Method #40<sup>4</sup>



Enamelon® provides over 2x more beneficial fluoride with only one-fifth the amount contained in 5000 ppm fluoride toothpastes. You safely can dispense Enamelon® Preventive Treatment Gel to your entire patient population for daily long-term use.

\* Dose based on age

<sup>2</sup> Schemehorn, B.R., Orban, J.C., Wood, G.D., et al. Remineralization by Fluoride Enhanced with Calcium and Phosphate Ingredients. *Journal of Clinical Dentistry*, 1999; 10(1 spec. no.):13-16.

<sup>3</sup> Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Enamel Solubility Reduction from Various Prescription and OTC Fluoride Toothpastes and Gels. *Journal of Clinical Dentistry*, 2014;25:61-4.

<sup>4</sup> Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Incipient Lesion Enamel Fluoride Uptake from Various Prescription and OTC Fluoride Toothpastes and Gels. *Journal of Clinical Dentistry*, 2014;25:57-60.

<sup>5</sup> American Dental Association Council on Scientific Affairs, Fluoride toothpaste use for young children, *JADA* 2014; 145 (2); 190-191

## Enamelon® simplifies dispensing so your team stays focused on patient care.

Enamelon® eliminates the need for remineralizing pastes, prescription-strength toothpastes and take-home rinses, so your team can stay focused on your patients' needs. When homecare treatment is required, the choice is simple - Enamelon!

Safe for daily use - for all ages\*

### Practice Building

Dispense Enamelon Preventive Treatment Gel during initial consultation to establish behavior and initiate benefits.

### Age – ADA recommendations

Fluoride toothpaste is intended to maximize the caries-preventive benefits of fluoride use in young children while reducing the risk of developing fluorosis.<sup>5</sup>

- “Smear” of toothpaste from eruption of first tooth up to age 3<sup>5</sup>
- “Pea-sized” amount of toothpaste for children ages 3 to 6<sup>5</sup>
- “Strip-size” from age 6 and older



Smear amount  
(0.125 g)



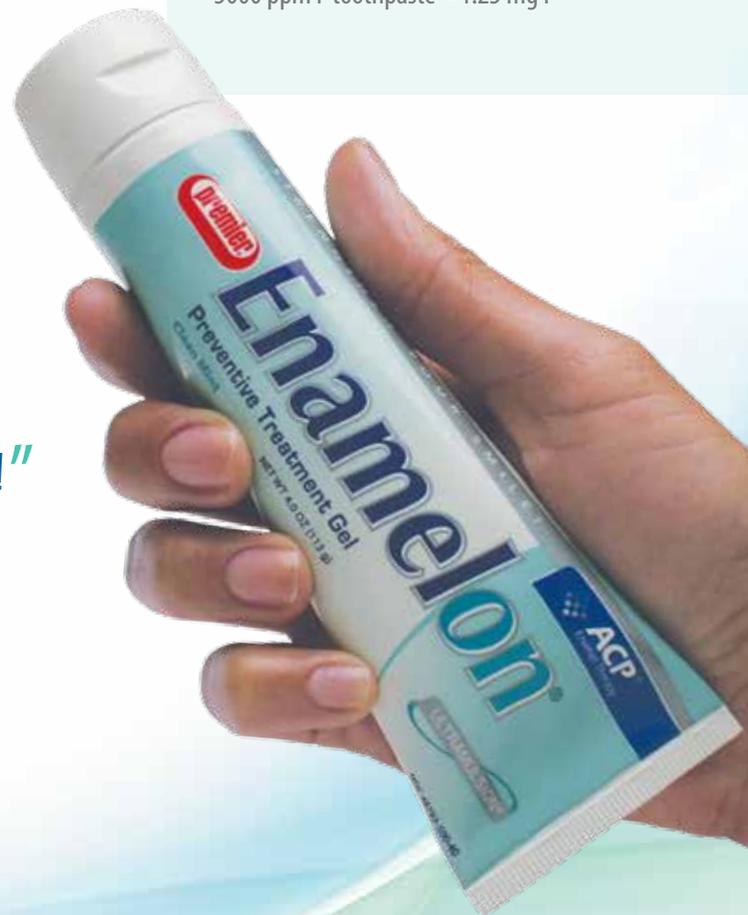
Pea-size amount  
(0.25 g)

Pea-size amount = 0.25 g

Enamelon® Gel = 0.24 mg F

5000 ppm F toothpaste = 1.25 mg F

“Dispense with confidence!”



**premier** Enamelon®

The New Standard of Caring™

Helps Prevent Caries, Gingivitis  
and Treats Sensitivity



### Enamelon® Fluoride Toothpaste

0.45% Stannous Fluoride (1150 ppm F)

Enamelon® Toothpaste contains the same clinically proven active ingredient optimized with calcium and phosphate ions as the preventive treatment gel, but in an 1150 ppm F formulation with a mild abrasive for everyday cleaning.

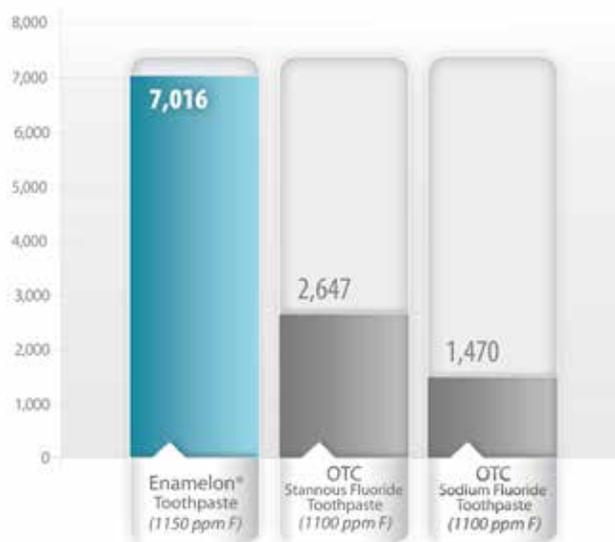
- Aids in the prevention of cavities
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- Helps prevent gingivitis
- Helps interfere with the harmful effects of plaque associated with gingivitis

“Remineralizing technology  
of ACP and fluoride!”



## Enamelon® Toothpaste More protection, easy compliance

Enamel Fluoride Uptake (ppm F) FDA Method #40<sup>4</sup>



## More Fluoride Protection

Enamelon® provides over 2x more fluoride uptake, due to the proprietary fluoride, calcium and phosphate formula, than over-the-counter (OTC) toothpastes.

<sup>4</sup> Wright, J.T., Hanson, N., Ristic, H., Whall, C.W., Estrich, C.G., Zentz, R.R., Fluoride toothpaste efficacy and safety in children younger than 6 years: A systematic review, JADA 2014; 145 (2): 182-189

## Patient-Friendly

The non-abrasive gel and low-abrasive toothpaste are formulated with Ultramulsion®, a patented saliva-soluble coating that moisturizes and soothes oral soft tissues and helps to prevent staining. Enamelon® does not contain Sodium Lauryl Sulfate (SLS) commonly found in 5000 ppm F toothpastes and 1100 - 1150 ppm F toothpastes.

Refreshing mint flavors are enhanced with spilanthes, a natural herb that boosts salivary flow to help protect dental hard tissues.

Enamelon products are gluten-free and dye-free.



Enamelon®  
Preventive Gel

Enamelon®  
Toothpaste

Other

## Controlled Dispensing

Studies suggest that caregivers commonly apply up to twice the amount of toothpaste recommended<sup>6</sup>. Enamelon offers reduced-sized orifices so patients - and parents - easily can control dispensing/dosage.

## Prevent and Treat Dentinal Hypersensitivity

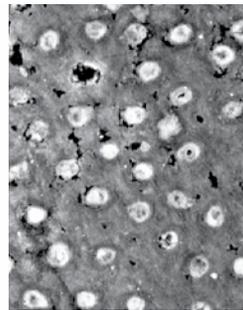
Dentinal hypersensitivity has been researched extensively, found to be under-reported by the patient and is a frequently misunderstood clinical problem.<sup>7</sup>

Two modalities are used in the treatment of dentinal hypersensitivity: alteration of fluid flow in the tubules and blocking of the pulpal nerve response.<sup>8</sup> Chemical modulators, such as potassium nitrates, appear to have limited ability to reduce the pain by depolarizing the nerve.<sup>9</sup> Enamelon® products contain stannous fluoride along with calcium and phosphate ions that have proven effective for tubule occlusion. By blocking the exposed tubules with a combination of stannous (tin) ions along with fluoride, calcium and phosphate salts, a physical barrier is created that covers open dentinal tubules to prevent external stimuli from causing pain or discomfort.

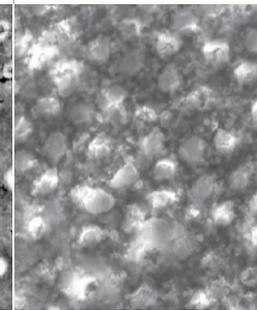


Scanning Electron Micrograph (SEM) of dentinal tubules after day 1 (2 applications) with Enamelon.  
(2 µm, Mag = 3.00 K, XEHT = 20.00 kV)

Backscattered Electron Analysis



Secondary Electron Analysis



SEM of the occluded dentinal tubules after day 5 (10 applications) with Enamelon.  
(10 µm, Mag = 1.00 K, XEHT = 20.00 kV)

## Practice Building

Show your concern and alleviate their discomfort, dispense Enamelon and transform these patients into vocal advocates for your practice.



## Enamelon® provides an effective solution in the fight against gingivitis.

- Gingivitis is widespread among the adult population.
- Gingivitis can progress to more serious periodontal disease with attachment loss.<sup>10</sup>
- Stannous fluoride inhibits bacterial adhesion & growth.
- Stannous fluoride has been clinically demonstrated to reduce plaque more than sodium fluoride.<sup>11</sup>
- Twice-daily use of a stannous fluoride toothpaste has been shown to result in significant reduction in plaque and gingivitis.<sup>12</sup>

<sup>7</sup> Kamath Deepa G & Nayak Sangeeta U. Dentinal hypersensitivity and its management – An informed view, J. Pharm Biomed Sci. February; 27(27); 474-479

<sup>8</sup> Lussi A (ed): Dental Erosion. Monogr Oral Sci. Basel, Karger, 2006, vol 20, pp173-189

<sup>9</sup> Carpio, Lillian. "No Strong Evidence Supports the Efficacy of Potassium Nitrate Toothpaste for Dentine Hypersensitivity." Evidence-Based Dentistry 3 (2002): 11.

<sup>10</sup> Salman, S.A. A clinical study evaluating the effect of 0.4% stannous fluoride gel in controlling plaque and gingivitis, J Bagh College Dentistry, 2011; Vol. 23, 97-100

<sup>11</sup> Tinanoff, N. Review of the Antimicrobial action of Stannous Fluoride. J Clin Dent, 1990, 22-27

<sup>12</sup> Genco & Williams 2010, Periodontal Disease and Overall Health; A Clinician's Guide

All patients can benefit from  **Enamelon®**

	Anti-Caries	Anti-Sensitivity	Anti-Gingivitis
Attrition (Bruxism)		<input checked="" type="checkbox"/>	
Caries Risk based on CRA <sup>13</sup>	<input checked="" type="checkbox"/>		
Crown & Bridge Protection	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dental Erosion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Gastric Reflux Disease GER/GERD	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
History of ECC <sup>14</sup>	<input checked="" type="checkbox"/>		
History of Pit & Fissure Caries	<input checked="" type="checkbox"/>		
ICDAS Prevention Care <sup>15</sup>	<input checked="" type="checkbox"/>		
Oncology	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ortho	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Pedo	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Perio	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polypharmacy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Pregnancy/Maternity	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Recession	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special Needs Patients	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Whitening/Bleaching		<input checked="" type="checkbox"/>	
Xerostomia/Dry Mouth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

<sup>13</sup> CRA = Caries Risk Assessment curriculum. (ADA, AAPD, CAMBRA, etc.)

<sup>14</sup> Early Childhood Caries is defined as the presence of one or more decayed (non-cavitated or cavitated lesions), missing (due to caries) or filled tooth surfaces in any primary tooth in a preschool-age child between birth and 71 months of age. The term "Severe Early Childhood Caries" refers to "atypical" or "progressive" or "acute" or "rampant" patterns of dental caries. - ADA Statement on Early Childhood Caries. [www.ada.org/2057.aspx](http://www.ada.org/2057.aspx)

<sup>15</sup> ICDAS (International Caries Detection and Assessment System) is a detection & assessment system classifying stages of the caries process. [www.icdas.org](http://www.icdas.org)

# premier Enamelon®

The New Standard of Caring™

## Science Defined

### Amorphous Calcium Phosphate (ACP) - Building blocks of tooth mineral



The most reactive and soluble calcium phosphate compound, ACP forms on the tooth enamel, within the dentinal tubules and provides a calcium and phosphate reservoir. Research shows that available ACP on the enamel can prevent damaging erosion by stimulating remineralization of tooth structure.<sup>16,17,18</sup> Introducing calcium and phosphate back into the surface of the tooth with products containing ACP technology is an ideal strategy to reverse the demineralization process.

The ACP-forming ingredients also strengthen teeth by acting as an enhanced fluoride delivery system to deliver more fluoride than products without ACP.<sup>2</sup> The patient has the benefit of fluoride uptake without greater exposure to higher fluoride concentrations or volumes. ACP combines with fluoride to desensitize dentin. Fluoride, along with ACP, occludes tubules by depositing tooth-like minerals to create a semi-permanent reduction in hydraulic conductance. This is a proven mechanism to reduce dentinal hypersensitivity.



Ultramulsion® is a patented composition with unique properties benefiting your patients by providing a long-lasting coating that lubricates and soothes the soft tissues of the mouth. Ultramulsion may provide improved therapeutic performance by enhancing substantivity.

## Spilanthes

Spilanthes, a natural herb, encourages salivary flow and heightens flavor. This distinctive ingredient allows for the natural protective properties of the patient's saliva to maintain equilibrium. Spilanthes offers a tingling pleasure-sensation while stimulating the saliva for a refreshing and revitalizing finish.

<sup>16</sup> Source: "Final Report: Enamel Fluoride Uptake Study #08-151, Modified FDA Method #40V", Dental Products Testing, Therametric Technologies, Inc., Indiana University Emerging Technologies Center, March 2008.

<sup>17</sup> "Effect of Calcium Phosphate Containing Fluoride Varnish on Dentin Permeability", Tung, M.S., Torres, J., (ADAHF Paffenbarger Research Center, NIST, Gaithersburg, MD and U.S. Navy Dental Corps, Bethesda, MD), J Dent Res 86 (Spec ISs A): 0985, 2008 ([www.dentalresearch.org](http://www.dentalresearch.org))

<sup>18</sup> Tung, M.S., Eichmiller, F.C., Paffenbarger Research Center, ADAHF, NIST, Gaithersburg, MD. "Dental Applications of Amorphous Calcium Phosphates" Journal of Clinical Dentistry, Vol.10, Issue 1, 1999.

## Summary of advantages

- Aids in the prevention of cavities
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- Helps prevent gingivitis
- Helps interfere with the harmful effects of plaque associated with gingivitis
- Delivers more fluoride uptake to the teeth<sup>4</sup>
- Strengthens teeth better than the 5000 ppm F toothpastes<sup>3</sup>
- Promotes remineralization and inhibits demineralization
- More protection with less fluoride; gel contains 970 ppm F
- Non-abrasive gel (RDA of 8) and low-abrasive toothpaste (RDA of 39)
- Contains no SLS, gluten or dyes

## Ordering Information

9007285 Enamelon® Preventive Treatment Gel  
4.0 oz (113 g)  
Clean Mint, 12/case

**Bonus!** Enamelon 0.75 oz Toothpaste included with every gel tube!

9007280 Enamelon® Toothpaste  
4.3 oz (122 g)  
Mint Breeze, 12/case

9007290 Enamelon® Toothpaste  
0.75 oz (21.2 g)  
Mint Breeze, 24/case



 **Enamelon**<sup>®</sup>  
The New Standard of Caring<sup>™</sup>

For information on these and additional hygiene products,  
call 610-239-6000. Order through your authorized dealer.

[www.enamelon.com](http://www.enamelon.com)



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United States Patent Numbers: US 5,993,784, US 5,711,936, US 5,651,959 and other patents pending. Made in U.S.A.  
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