



Start them **strong**



Keep them **strong**

PreviDent[®] products are designed to help you provide the **ultimate protection** to patients in office and at home.





Start them **strong**

One-step fluoride treatment to help improve patient compliance



Mint



Raspberry



Caramel Sundae



Grape Bubble Gum

>90%

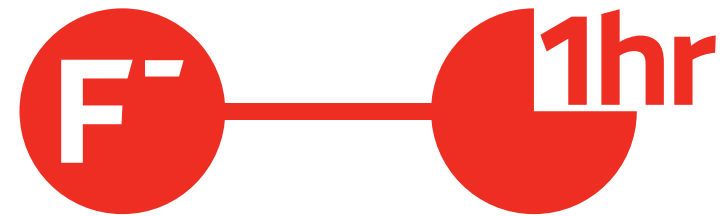
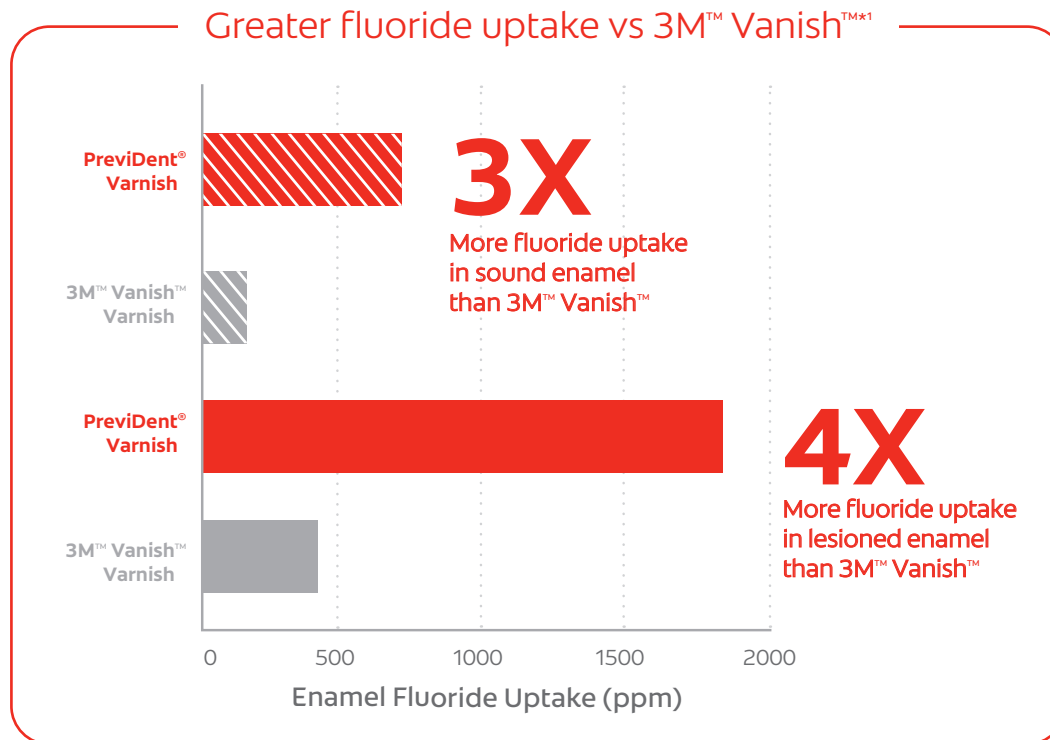
The ADA Professional Products Review reported that **PreviDent® Varnish** released **over 90%** of its total available fluoride over the 6-hour test period.¹

Reference: 1. ADA Professional Product Review. Volume 10;3:2015.





Start them **strong**



The ADA Professional Products Review reported that **PreviDent® Varnish** released almost all fluoride within 1 hour.²

Study summary:

Polished enamel specimens were treated with a thin layer of varnish. Each treated specimen was paired with an untreated specimen that had been acid challenged to create a lesion in order to mimic an intra-oral lesion area that may be in close proximity to a varnish treated area. To simulate natural varnish removal, each treated/untreated pair was immersed in artificial saliva for 5 min, and transferred to fresh artificial saliva at 15 min, 30 min, 1 hr, 4 hr, and 24 hr. After 24 hr, any remaining varnish was mechanically removed from the treated specimen. The treated specimen was then immersed in KOH to remove any loosely bound fluoride. One layer of enamel was removed from each specimen, and fluoride content was determined via ion selective electrode.

3M™ Vanish™ Varnish is a trademark of 3M Company.

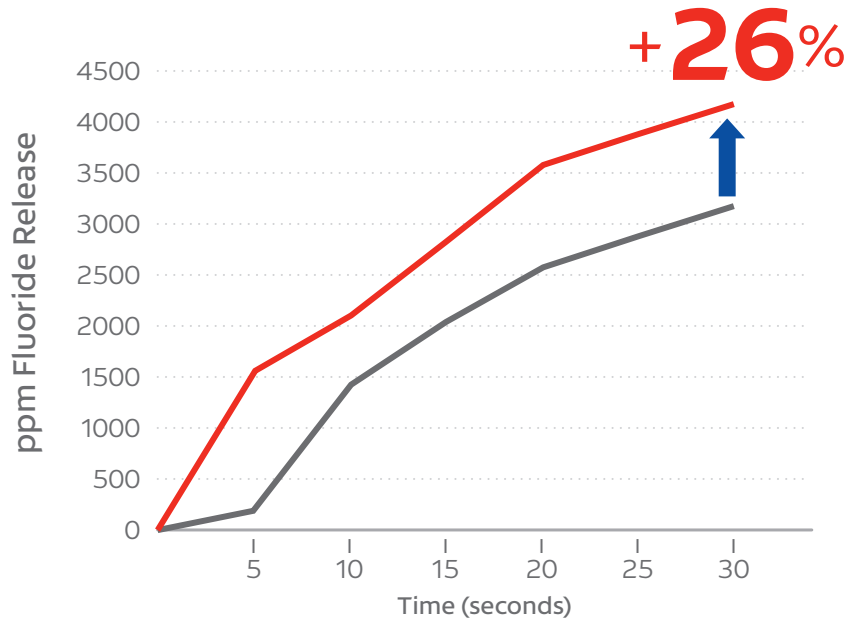
*4X greater on lesioned enamel, 3X greater on sound enamel.

References: 1. Data on file; Colgate-Palmolive, 2012. 2. ADA Professional Product Review. Volume 10;3:2015.

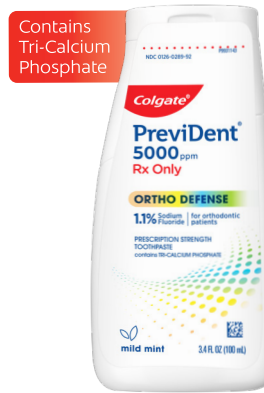


Keep them strong

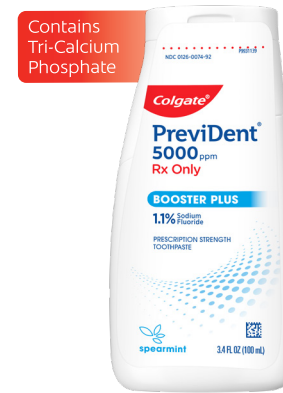
Faster fluoride dispersion than another Rx toothpaste¹:



✓ Faster dispersion of fluoride is essential, as the majority of patients do not brush for the recommended amount of time



PreviDent® 5000 ppm Ortho Defense (1.1% Sodium Fluoride) Toothpaste



PreviDent® 5000 ppm Booster Plus (1.1% Sodium Fluoride) Toothpaste



PreviDent® 5000 ppm Dry Mouth (1.1% Sodium Fluoride) Toothpaste



PreviDent® 5000 ppm Enamel Protect (1.1% Sodium Fluoride and 5% Potassium Nitrate) Toothpaste



PreviDent® 5000 ppm Sensitive (1.1% Sodium Fluoride and 5% Potassium Nitrate) Toothpaste

Colgate®
PreviDent®
5000 ppm
(Rx only),
a caries
preventive

IMPORTANT SAFETY INFORMATION

PreviDent® 5000 Ortho Defense, PreviDent® 5000 Booster Plus, PreviDent® 5000 Dry Mouth, PreviDent® 5000 Sensitive, PreviDent® 5000 Enamel Protect Toothpastes: Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain.

PreviDent® 5000 Sensitive, PreviDent® 5000 Enamel Protect Toothpastes: Do not use in pediatric patients under age of 12 unless recommended by a dentist or physician.

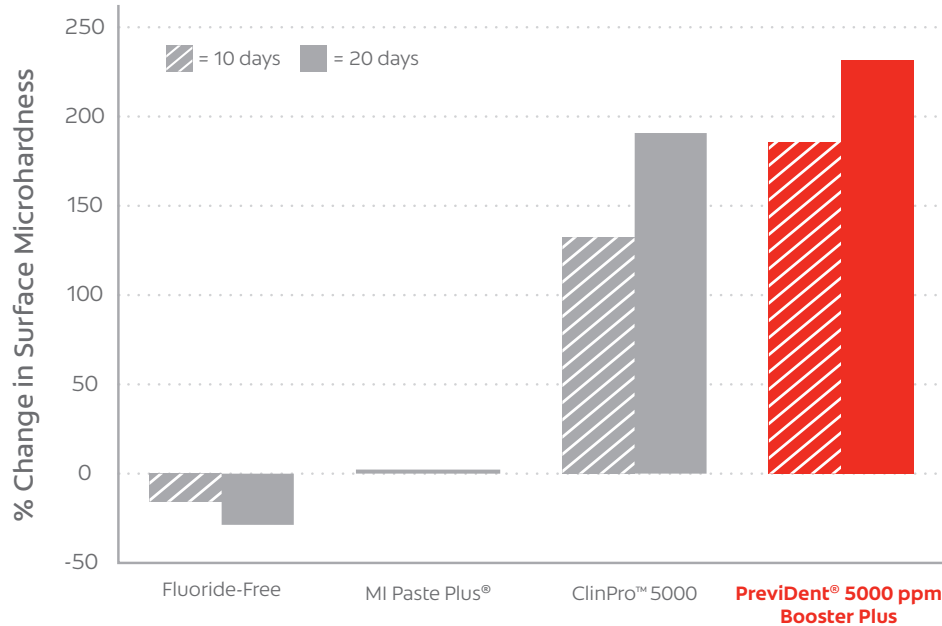
Reference: 1. Morgan AM, Joziak MT, Patel V, Principe M, Schemehorn BR. Enhanced remineralization of a 5000 ppm F dentifrice [abstract]. *J Dent Res*. 2013; 92 (Spec Iss A): Abstract 2034.





Keep them **strong**

Better remineralization with **Colgate® PreviDent® 5000 ppm Booster Plus**¹



- ✓ Better remineralization after 10 days vs ClinPro™ 5000 and MI Paste Plus®^{*†}
- ✓ Unsurpassed remineralization after 20 days^{††}

Study summary:

Polished enamel specimens were acid challenged to create lesions, then evaluated for baseline surface microhardness. Specimens were then exposed to an in vitro pH-cycling model consisting of periods of acid challenge (favoring demineralization; 4 hours daily), fluoride exposure (via toothpaste slurry exposure; 1 minute, 4 times daily), and artificial saliva (favoring remineralization; 20 hours each day) for 20 days. Surface microhardness measurements were repeated at day 10 and day 20 for comparison to baseline, and reported as percent change in surface microhardness after 10 or 20 days of pH cycling.

*Statistically better when compared to ClinPro™ 5000 and MI Paste Plus® topical cream.

† Vs MI Paste Plus® topical cream and ClinPro™ 5000.

References: 1. Data on file; Colgate-Palmolive, 2012. In vitro pH cycling model after 10 and 20 day. 2. Baysan A. et al. Reversal of primary root caries using dentifrices containing 5,000 and 1,100 ppm fluoride. *Caries Res.* 2001, 35:41-46.

Colgate® PreviDent® 5000 ppm toothpastes remineralize and reverse root caries

- ✓ Technology shown to significantly remineralize root caries by 38% in 3 months by 57% in 6 months²
- ✓ Reverses early root caries²
- ✓ Mild cleaning system with low level abrasion

Colgate® Fluoride Therapy Guide



Patient Problem	Dental Hypersensitivity	Orthodontic Treatment Crown and Bridge Dental Caries	Dry Mouth sufferers Dental Caries	Hypersensitivity Dental Caries
Risk Level	Moderate to high	High: Recommended by American College of Prosthodontists recommended for tooth-borne removable and fixed restorations*		
Therapy	Colgate® PreviDent® Varnish	Colgate® PreviDent® 5000 ppm Booster Plus Colgate® PreviDent® 5000 ppm Ortho Defense Dental Caries Preventive	Colgate® PreviDent® 5000 ppm Dry Mouth Dental Caries Preventive	Colgate® PreviDent® 5000 ppm Sensitive Colgate® PreviDent® 5000 ppm Enamel Protect Dental Caries Preventive
Active Ingredient		1.1% Sodium Fluoride Rx Only	1.1% Sodium Fluoride Rx Only	1.1% Sodium Fluoride and 5% Potassium Nitrate Rx Only
PPM Fluoride	22600 ppm	5000 ppm	5000 ppm	5000 ppm
Benefits	<ul style="list-style-type: none"> • 5% sodium fluoride, clinically proven for hypersensitivity relief^{F1-3} • 3X more fluoride uptake than 3M™ Vanish™ Varnish into sound enamel⁴, 4X more fluoride uptake than 3M into lesioned enamel⁴ • In-office topical fluoride varnish that has a strong desensitizing action when applied to dental surfaces, treating hypersensitivity quickly and easily • Ready-to-use unitdose treatment • Smooth, even, and quick application that dries to a natural enamel color • Contains Xylitol 	<ul style="list-style-type: none"> • Delivers better remineralization in 10 days than¹ and equal remineralization in 20 days^{5,5} versus leading competitors • Clinically proven fluoride technology to significantly remineralize root caries by 38% in less than 3 months, and by 57% in 6 months⁶ • Enhanced fluoride delivery system⁷ • Formulated with FluoriGard™ technology, for enhanced remineralization • Unique liquid gel formula enables faster fluoride dispersion than paste-form Rx toothpaste⁷ 	<ul style="list-style-type: none"> • SLS-free formula • Clinically proven fluoride technology to significantly remineralize root caries by 38% in less than 3 months, and by 57% in 6 months⁶ • Unique liquid gel formula enables faster fluoride dispersion than paste-form Rx toothpaste⁷ • Soothing mint flavor formulated to appeal to dry mouth sufferers 	<ul style="list-style-type: none"> • Maximum-strength sensitivity protection combined with prescription-strength cavity protection • Clinically proven fluoride technology to significantly remineralize root caries by 38% in less than 3 months, and by 57% in 6 months⁶ • Unique liquid gel formula enables faster fluoride dispersion than paste-form Rx toothpaste⁷ • Strengthens teeth and protects against acid wear¹
Flavors	<ul style="list-style-type: none"> • Mint • Raspberry • Grape Bubble Gum • Caramel Sundae 	<ul style="list-style-type: none"> • Spearmint • Fruitastic™ • Mild Mint 	<ul style="list-style-type: none"> • Soothing Mint 	<ul style="list-style-type: none"> • Mint





Dental Caries	Dental Caries	Dental Caries Dentinal Hypersensitivity	Dental Caries	Dental Caries
High: Recommended by American College of Prosthodontists recommended for tooth-borne removable and fixed restorations*		Low	Moderate	Moderate
Colgate® PreviDent® 5000 Plus® Dental Caries Preventive	Colgate® PreviDent® Gel Brush-on gel Dental Caries Preventive	Colgate® Gel-Kam® Preventive Treatment Gel Brush-on gel	Colgate® PreviDent® Rinse Dental Caries Preventive	Colgate® Phos-Flur® Ortho Defense®
1.1% Sodium Fluoride Rx Only	1.1% Sodium Fluoride Rx Only	0.4% Stannous Fluoride	0.2% Sodium Fluoride Rx Only	0.04% (w/v) Sodium Fluoride
5000 ppm	5000 ppm	970 ppm	900 ppm	200 ppm
<ul style="list-style-type: none"> Combines the cleaning power of a toothpaste with prescription-strength fluoride for dental caries protection Clinically proven fluoride technology to significantly remineralize root caries by 38% in less than 3 months, and by 57% in 6 months⁶ 	<ul style="list-style-type: none"> 2-step regimen provides an effective second fluoride treatment after brushing with a fluoride toothpaste Suitable for mouth tray application 5000 ppm prescription strength sodium fluoride protection Arrests up to 91% of root caries⁸ Safe for ceramic restorations 	<ul style="list-style-type: none"> Safe and effective for hypersensitivity, caries control, and decalcification Available without a prescription 	<ul style="list-style-type: none"> Alcohol-free¹¹ rinse for gentle and effective cavity protection Ideal for your at-risk caries patients including those who have difficulty brushing Proven to provide 55% reduction in caries with weekly use⁹ 	<ul style="list-style-type: none"> Orthodontist recommended Available without a prescription Promotes remineralization and strengthens teeth by forming a submicroscopic reservoir of fluoride on the tooth enamel⁷ 58% reduction in decalcification⁸ Convenient dosing cup Alcohol-free ADA Seal of Acceptance
<ul style="list-style-type: none"> Spearmint Fruitastic™ 	<ul style="list-style-type: none"> Fresh Mint Very Berry 	<ul style="list-style-type: none"> Mint Fruit & Berry 	<ul style="list-style-type: none"> Cool Mint 	<ul style="list-style-type: none"> Mint Gushing Grape

IMPORTANT SAFETY INFORMATION

PreviDent® (1.1% sodium fluoride) Gel

Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea and abdominal pain.

PreviDent® (0.2% sodium fluoride) Rinse

PreviDent Rinse is contraindicated in patients with dysphagia, and for pediatric patients under age 6 unless recommended by a dentist or physician. Do Not Swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea and abdominal pain.

*The American College of Prosthodontists thanks Colgate Oral Pharmaceuticals, a subsidiary of Colgate-Palmolive Company, for an unrestricted educational grant to develop these guidelines.

[†] Vanish is a trademark of 3M.

[‡] Compared to ClinPro™ 5000, MI Paste Plus® topical creme, and PreviDent® 5000 Booster Plus. ClinPro is a trademark of 3M. MI Paste Plus is a registered trademark of GC America Inc.

[§] Compared to MI Paste Plus® topical creme, and PreviDent® 5000 Booster Plus.

^{**} Optimized fluoride delivery system produces a temporary shift in pH, a condition that can favor remineralization and fluoride uptake in the oral cavity.

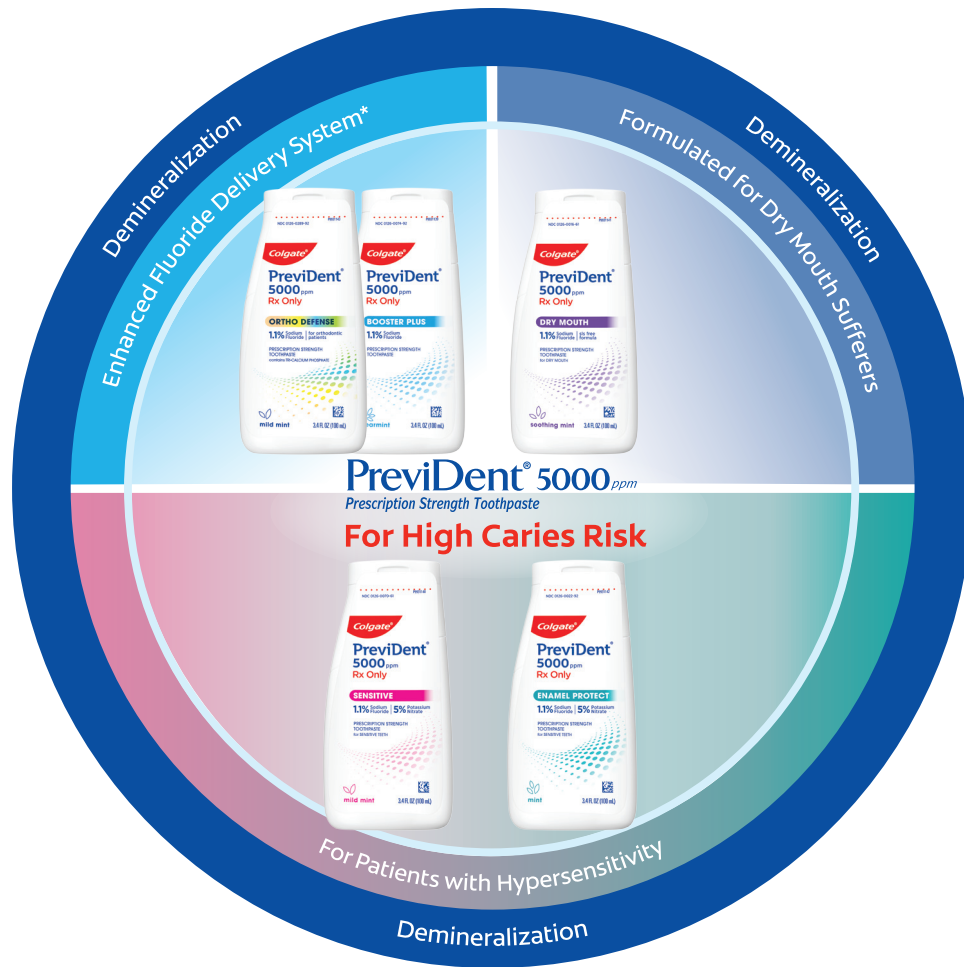
^{††} Does not contain ethanol.

References: 1. Gaaffer A et al. *Compend Contin Educ.* 1998; 19(11):1088-1090, 1092, 1094 passim. 2. Clark DC, Hanley JA, Geoghegan S, et al. *J Periodontol Res.* 1985;20(2):212-219. 3. Ritter AV, de L Dias W, Miguez P, et al. *J Am Dent Assoc.* 2006;137(7):1013-1020. 4. Data on file; Colgate-Palmolive, 2012. 5. Morgan AM, Joziak MT, Patel V, Prence M, Schemehorn BR. Enhanced remineralization of a 5000 ppm F dentifrice [abstract]. *J Dent Res.* 2013;92(Spec Iss A):Abstract 2034 6. Baysan A, et al. Reversal of primary root caries using dentifrices containing 5,000 and 1,100 ppm fluoride. *Caries Res.* 2001, 35:41-46. 7. Joziak, MT, et al. Comparison of enamel fluoride uptake and fluoride release from liquid and paste dentifrice. *J Dent Res.* 2003;82(Sp. Issue). Abstract 1355 8. De Paola, P., Soparkar, P. monograph on the Proceedings of Conference on Cardiology for the Nineties, University of Rochester, 1991. 9. W.S. Driscoll, P.A. Swango, A.M. Horowitz and A. Kingman, Caries-preventive effects on school children of daily and weekly fluoride mouth-rinsing in a fluoridated community: www.colgateprofessional.com final results after 30 months, JADA, 105, 1010-13, 1982.

Fruitastic is a licensed trademark of National Fruit Products Co., Inc.

Not **all patients** are the same...

Choose the right **PreviDent®** for your patients



*Optimized fluoride delivery system produces a temporary shift in pH, a condition that can favor remineralization and fluoride uptake in the oral cavity.

Colgate® PreviDent® 5000 ppm
(Rx only), a caries preventive

PreviDent® 5000 ppm Booster Plus
(1.1% Sodium Fluoride) Toothpaste 3.4 fl. oz. (100 mL)
Spearmint (543-0219)
Fruitastic™ (543-0220)

PreviDent® 5000 ppm Dry Mouth
(1.1% Sodium Fluoride) Toothpaste 3.4 fl. oz. (100 mL)
Soothing Mint (131-3943)

PreviDent® 5000 ppm Sensitive
(1.1% Sodium Fluoride and 5% Potassium Nitrate)
Toothpaste 3.4 fl. oz. (100 mL)
Mild Mint (543-0221)

PreviDent® 5000 ppm Enamel Protect
(1.1% Sodium Fluoride and 5% Potassium Nitrate)
Toothpaste 3.4 fl. oz. (100 mL)
Mint (543-0218)

PreviDent® 5000 ppm Ortho Defense
(1.1% Sodium Fluoride) Toothpaste 3.4 fl. oz. (100 mL)
Mild Mint (543-0233)

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Colgate® PreviDent® Varnish
5% Sodium Fluoride. Rx only.



50 unit dose per box, .014 fl. oz. (0.4 mL) per unit dose
Grape Bubble Gum (543-0148)
Mint (543-0120)
Raspberry (543-0121)
Caramel Sundae (129-8852)

IMPORTANT SAFETY INFORMATION

PreviDent® 5000 Ortho Defense, PreviDent® 5000 Booster Plus, PreviDent® 5000 Dry Mouth, PreviDent® 5000 Sensitive, PreviDent® 5000 Enamel Protect Toothpastes: Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain.
PreviDent® 5000 Sensitive, PreviDent® 5000 Enamel Protect Toothpastes: Do not use in pediatric patients under age of 12 unless recommended by a dentist or physician.

To Order:

Available through



Call: **1-800-372-4346** 8 am-8:30 pm (ET)
Fax: **1-800-732-7023** 24 Hours
Visit: www.henryschein.com

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