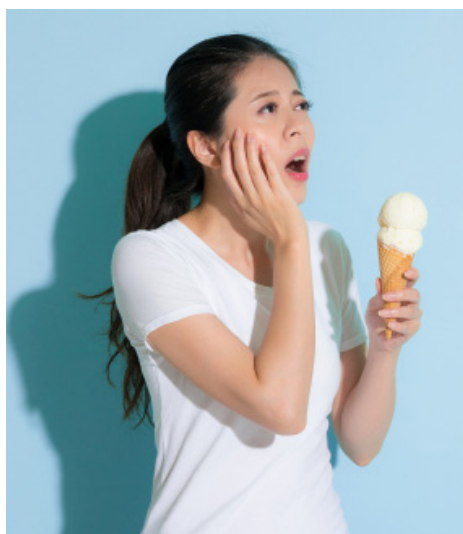


Sensitive teeth?



Do something

Tooth sensitivity is a sudden, sharp, shooting pain, spoiling your enjoyment of food. This is not normal. Seek advice from your dentist, therapist or hygienist.

Enjoy eating ice-cream again!



DO



... use a toothpaste for sensitive teeth



... eat cheese, drink water or chew gum after eating acidic food including fruit, fruit juice and fizzy drinks



... use a straw with acidic drinks



28%

of people think tooth sensitivity has a big impact on their quality of life



DON'T



... eat and drink acidic things all day long

... brush your teeth straight after eating or drinking anything acidic

... have acidic drinks at bedtime



REDUCE

tooth sensitivity and tooth wear by brushing twice a day with a toothpaste with ingredients designed to help, like stannous fluoride



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Periodontology

Advice for your whole family

