

This press release is intended for trade journalists, researchers and dental professionals. Please note that this release may not have been issued in every market in which Colgate-Palmolive operates.

COLGATE-PALMOLIVE PRESENTS
BREAKTHROUGH SOLUTION TO HYPERSENSITIVITY
Colgate® Sensitive Pro-Relief™ Desensitizing Paste with Pro-Argin™ Technology
Presented at the 150th Annual Session of the American Dental Association

HONOLULU, HAWAII (October 1, 2009) – Colgate-Palmolive, the world leader in oral care, introduced a major advance in the treatment of dentin hypersensitivity. During the 150th Annual Session of the American Dental Association in Honolulu, Hawaii, Colgate presented the in-office Colgate® Sensitive Pro-Relief™ desensitizing paste with Pro-Argin™ Technology.

Dentin hypersensitivity is a highly prevalent condition, affecting up to 57% of people worldwide.¹ Cold air, a hot drink or a sweet dessert can trigger acute sensitivity pain. Likewise, the touch of a dental instrument can make routine dental visits very uncomfortable. This discomfort may lead sensitivity sufferers to avoid regular checks ups – neglect that can result in a progression of oral care problems.

“Correct diagnosis and effective treatment are critical to relieving this condition, which can seriously impact a patient’s quality of life,” said Dr. Mark S. Wolff, Chair of the Department of Cariology and Comprehensive Care, Associate Dean for Pre-doctoral Clinical Education, New York University College of Dentistry. “There is still a need for fast, lasting relief in the dental office. This Pro-Argin™ Technology will make dentin hypersensitivity a patient complaint that can be easily addressed and managed as part of an overall treatment plan.”

Colgate’s exclusive Pro-Argin™ Technology is comprised of an amino acid, arginine, and an insoluble calcium compound, calcium carbonate, to seal open dentin tubules and help block stimuli of pain receptors within teeth. Latest research suggests that the Pro-Argin™ Technology binds to the negatively charged dentin surface and helps attract a calcium-rich layer into the dentin tubules to effectively plug and seal them. The Pro-Argin™ Technology triggers occlusion of the dentin tubules, an occlusion which remains intact even after exposure to acids, helping to block pain-producing stimuli.

“Our Pro-Argin™ Technology not only reinforces Colgate’s commitment to R&D but revolutionizes the way dentin hypersensitivity will be treated” said Dr. William DeVizio, VP, Global Technology, Colgate-Palmolive. “As a trusted partner of the profession, Colgate will continue to deliver solutions to serious oral conditions, helping to improve the oral health and well-being of patients worldwide.”

New Colgate® Sensitive Pro-Relief™ desensitizing paste with Pro-Argin™ Technology will offer patients comfort and convenience without compromising treatment efficacy. Colgate® Sensitive Pro-Relief™ desensitizing paste is clinically proven to provide instant sensitivity relief that lasts for four weeks after a single application.² It can be used before or after dental procedures, such as prophylaxis and scaling. When applied prior to a professional dental cleaning, this desensitizing paste will provide a significant reduction in dentin hypersensitivity measured immediately following the dental cleaning as compared to a control prophylaxis paste.³

###

About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.Colgate.com.

REFERENCES

- [1] Addy M. Dentine hypersensitivity: new perspectives on an old problem. *Int Dent J.* 2002;52 (Suppl 5):3367-3375
- [2] Schiff T, Delgado E, Zhang YP, DeVizio W, D Cummins, Mateo LR: A Clinical Investigation of the Efficacy of a Desensitizing Paste Containing 8% Arginine and Calcium Carbonate in Providing Instant and Lasting In-Office Relief of Dentin Hypersensitivity *Am J Dent*, 2009,
- [3] Hamlin D, Phelan Williams K, Delgado E, Zhang YP, DeVizio W, Mateo LR. A Clinical Investigation of the Efficacy of a Desensitizing Paste Containing 8% Arginine and Calcium Carbonate for the Reduction of Dentin Hypersensitivity When Applied Prior to Dental Prophylaxis. *Am J Den.* 2009.