

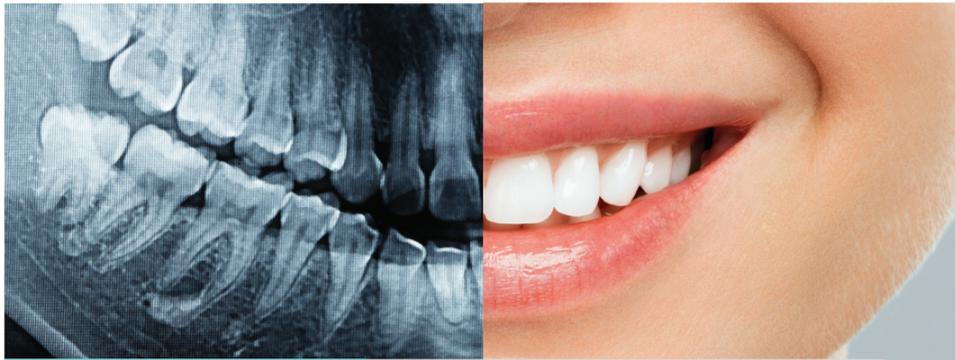
Fluoride can keep **your smile strong.**



Fluoride is found in nature. It fights one of the most prevalent diseases on Earth: cavities.

Fluoride helps remineralize enamel and makes teeth less susceptible to acids that cause decay.

PreviDent® gives your smile extra-strength protection



4X

4X the fluoride of regular toothpaste, for unsurpassed cavity protection¹

Extra-strength protection to help:

- ✓ Prevent cavities
- ✓ Prevent white spots* before they appear
- ✓ Remineralize enamel
- ✓ Strengthen teeth
- ✓ Protect against acid erosion

Works effectively for people with crown or bridge work

*early signs of weakened enamel



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Did you know?

A decayed tooth can cost more than \$7600 over a lifetime.²

Colgate®

PreviDent®
5000 ppm
Rx Only

What can you do for your smile today?



Ask your dental professional what prescription-strength toothpaste may be right for you!

INDICATIONS AND USAGE

PreviDent® 5000 ppm Booster Plus, PreviDent® 5000 ppm Kids, PreviDent® 5000 ppm Dry Mouth, PreviDent® 5000 ppm Ortho Defense:

INDICATIONS: A dental caries preventive.

IMPORTANT SAFETY INFORMATION: 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.

See Package Insert for additional safety information.

PreviDent® 5000 ppm Enamel Protect, PreviDent® 5000 ppm Sensitive:

INDICATIONS: A dental caries preventive and sensitive teeth toothpaste.

IMPORTANT SAFETY INFORMATION: Do not swallow. Keep out of reach of children. Do not use in pediatric patients under age of 12 unless recommended by a dentist or physician. 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.

See Package Insert for additional safety information.

References: 1. 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. 2. Splieth, CH and Fleba, S. Modelling lifelong costs of caries with and without fluoride use. *Eur J Oral Sci.* 2008;116(2):164-169. 3. Public Health Survey in USA. No More Holes in Childhood. Toluna Consumer Insights, April 2020. 4. Jha AK, et al. Evaluation of the prevalence of white spot lesions during fixed orthodontic treatment among patients reporting for correction of malocclusion: a prevalence study. *Cureus.* 2023;15(7):e42134. 5. Turner Dental Premium Care. Only 1 in 10 Americans brush their teeth correctly. <https://turnerdentalcare.com/1-in-10-americans-brush-their-teeth-correctly/#:~:text=Can%20you%20believe%20it%20only,for%20brushing%20your%20teeth%20correctly.> 6. Barton Edison & Family Dental. What is the most important thing you can do for your oral health? <https://barton-dental.com/family-dentistry/brush-twice-daily/#:~:text=25%25%20of%20adults%20do%20not,No%20comments%20to%20show.> 7. Nielsen FY 2018-2022, 2016 US Sensitivity Segmentation Study - BERA. 8. Agostini BA, et al. How common is dry mouth? systematic review and meta-regression analysis of prevalence estimates. *Braz Dent J.* 2018;29(6):606-18. 9. Data on file; Colgate-Palmolive, 2022. In vitro pH cycling model after 10 and 20 days. 10. Jensen J, et al. Clinical implications of the dry mouth. *Oral mucosal diseases. Ann NY Acad Sci.* 1998;842:156-162.

Notes:

Colgate®

PreviDent®
5000 ppm
Rx Only

Colgate®
PreviDent®

#1 Dentist and Hygienist recommended* prescription-strength fluoride toothpaste



Whatever your smile needs,



there's a **PreviDent®** for that.



*Based on a survey of US Toothpaste Claims (Ipsos Survey); these findings reflect those who recommend prescription-strength fluoride toothpaste.

See how PreviDent® prescription-strength toothpaste can help →

Which Colgate® PreviDent® 5000ppm (prescription only) toothpaste is right for you?



Kids

“NEW TO BRUSHING” PHASE

More than 60% of kids suffer from tooth decay or cavities.³

Getting kids to brush properly can be tough.

- 1 in 3 kids avoid social activities due to cavity pain and worry³
- 50% of these kids miss 3 days of school a year, causing parents to miss work³



PreviDent® 5000ppm Kids toothpaste
(1.1% Sodium Fluoride) helps:

- ✓ Prevent cavities
- ✓ Strengthen teeth
- ✓ Delicious fruity flavor to encourage kids to brush

Notes: _____



Ortho Defense

“I HATE BRACES” PHASE

More than 1 in 3 people get white spots.⁴

Food can get stuck in your braces. Bacteria there release acids that cause white spots that, if untreated, evolve into cavities.



PreviDent® 5000ppm Ortho Defense toothpaste
(1.1% Sodium Fluoride) helps:

- ✓ Remineralize enamel
- ✓ Protect against acid erosion
- ✓ Reduce the risk of white spots*

*early signs of weakened enamel

Notes: _____



Booster Plus

“BUSY LIFESTYLE” PHASE

Only 25% of people brush 2X daily.⁶

Those who do it all—work hard, play hard, and brush hard—could be at high risk of cavities.



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

- ✓ Extra-strength fluoride protection to help prevent cavities and protect against enamel erosion

Notes: _____



Enamel Protect

“SWEET TOOTH” PHASE

9 out of 10 people brush incorrectly.⁵

Enamel is the hardest substance in your body, but can still be worn down by sugar acids and teeth grinding, leading to cavities, and sensitivity.



PreviDent® 5000ppm Enamel Protect toothpaste
(1.1% Sodium Fluoride, 5% Potassium Nitrate) helps:

- ✓ Protect against enamel erosion in high-acid diets
- ✓ Potassium nitrate-based formula to help reduce sensitivity

Notes: _____



Sensitive

“A FEW SIPS WON’T HURT” PHASE

71% of adults experience tooth sensitivity in their lifetime.⁷

Acidic foods and drinks like citrus fruits, tomato sauce, coffee and soda can break down enamel and expose your tooth nerve, which may lead to sensitivity.



PreviDent® 5000ppm Sensitive toothpaste
(1.1% Sodium Fluoride, 5% Potassium Nitrate):

- ✓ Extra-strength fluoride protection to help prevent cavities and strengthen enamel
- ✓ Potassium nitrate-based formula to help relieve sensitivity

Notes: _____



Dry Mouth

“FEELING PARCHED” PHASE

~22% of people suffer from dry mouth.⁸

Anyone can experience dry mouth, especially people taking common medications like antihistamines, decongestants, and antacids.⁹



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

- ✓ Helps prevent cavities and strengthen enamel
- ✓ SLS-free formula with a soothing mint flavor formulated to soothe and coat your dry mouth

Notes: _____