

ENAMEL MINERAL. REGENERATED*

USE REGENERATE™ ENAMEL SCIENCE TO REVERSE EARLY ENAMEL EROSION*

- Proven to regenerate 82% of your enamel mineral in just 3 days**
- Unique NR-5™ ingredients wrap around, and integrate onto, the teeth and regenerate enamel mineral* with exactly the same mineral that tooth enamel is made of
- Brush twice daily with REGENERATE™ Advanced Toothpaste, use REGENERATE™ Advanced Serum monthly, and use REGENERATE™ Advanced Foaming Mouthwash after brushing, or on-the-go after meals, for lasting freshness

Find out more on regeneratenr5.co.uk



*Acts on early invisible stages of enamel erosion. Helps to regenerate enamel by restoring its mineral content and microhardness with regular use. Clinically proven.

**Based on an *in vitro* test measuring enamel surface microhardness after 3 days' combined use of Advanced Toothpaste and Advanced Enamel Serum.



REGENERATE™

ENAMEL SCIENCE



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AM I AT RISK OF ENAMEL EROSION?

Enamel erosion is damage caused by acid attacks that weaken your tooth enamel, which is then worn away.

Enamel erosion and acid attacks are invisible and easy to miss, yet they can affect anyone at any age. Modern diets that include acidic foods and drinks such as apples, orange juice, carbonated drinks and wine have led to an increase in enamel erosion.

1 in 2 adults have signs of enamel erosion* and this number is increasing.

HOW CAN ENAMEL EROSION AFFECT MY TEETH?

If not detected, enamel erosion can cause common tooth problems, such as:



Yellowing - teeth can become yellower as a consequence of enamel thinning because the underlying dentine becomes more visible



Sensitivity - as a consequence of the loss of enamel, the underlying dentine can become exposed. This can result in feeling sharp twinges, discomfort or pain when eating hot or cold food and drinks



Weakness - in the advanced stages, microscopic indentations arise on the surface of the teeth. If tooth erosion continues, the edges of the teeth can start to crack or have a rough feeling



Transparency - it is not uncommon in the early stages of tooth erosion for the teeth to have a sand-blasted look or for the tips of the front teeth to look transparent

*Adults aged 18-35 years in the UK.

FOUR TOP TIPS TO PREVENT ENAMEL EROSION

1



Avoid snacking on acidic drinks and foods throughout the day - instead, eat them as part of a meal. Think about switching from acidic fruits, such as oranges, to less acidic fruits, such as a banana.

2



Try to swallow carbonated drinks, including fizzy water, straight away. Do not swish or leave the fizzy liquid in your mouth for a long time.

3



Do not brush immediately after drinking or eating - wait for at least an hour.

4



Rinse your mouth with water after consuming acidic foods and drinks - this helps to re-establish the natural pH of your mouth.