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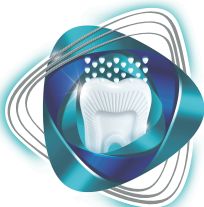
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CLINICAL

— ENAMEL —
STRENGTH

CLINICALLY PROVEN
ENAMEL
STRENGTHENING



REPAIRS

66% of enamel micro damage
in the most vulnerable areas
of your teeth*

24/7 PROTECTION

against early stage cavities,
sensitivity and future
enamel damage**

To help protect teeth for life**

+40% GREATER
whitening action†

COOL MINT
Discover our Science:



*Vs. your mouth's natural defenses.

**With Twice Daily Brushing.

^Acid weakened enamel. On average
as shown in 7 day lab test.

‡ Vs. Pronamel Intensive Enamel Repair.

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HALEON

TOOTHPASTE FOR SENSITIVE TEETH
AND CAVITY PREVENTION

SENSODYNE
PRONAMEL

3X
STRONGER
ENAMEL
PROTECTION*

CLINICAL
— ENAMEL —
STRENGTH

#1 DENTIST RECOMMENDED
BRAND FOR ENAMEL EROSION

WHITENING
ACTION

NET WT 2.3 OZ (65.2 g)

Drug Facts Active ingredients Potassium nitrate 5% Sodium fluoride 0.25% (0.15% w/v fluoride ion).....Anticavity	Purposes • pain/sensitivity still persists after 4 weeks of use. Keep out of reach of children. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.	Directions • adults and children 12 years of age and older: • brush teeth thoroughly for at least 1 minute twice a day (morning and evening), and not more than 3 times a day, or as recommended by a dentist or doctor. Make sure to brush all sensitive areas of the teeth. Minimize swallowing.	Warnings Stop use and ask a dentist if • the problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care by a dentist.
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*Recycling
facilities for
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only available
in some
communities.



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