

TEETH WHITENING: NO LONGER A “SENSITIVE” TOPIC



The makers of **Sensodyne® True White®** polled more than **1,000 millennial women** to uncover their attitudes and behaviors surrounding their tooth sensitivity issues and their desire for white teeth. Here’s what the survey revealed...

MAINTAINING A HEALTHY WHITE SMILE IS IMPORTANT TO WOMEN AND PART OF THEIR OVERALL BEAUTY ROUTINE.



87%

of women say having a white, shiny smile is important to them.¹



43%

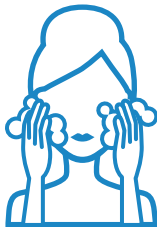
of women regularly use some form of tooth whitening treatment.²

¹ Q8: Now, thinking about tooth whitening regimens, please indicate how strongly you agree with each of the following statements. [STRONGLY AGREE; SOMEWHAT AGREE; SOMEWHAT DISAGREE; STRONGLY DISAGREE]. ² Q3: Now, thinking about your dental health, below is a list of dental-related activities that you may or may not perform. Please select all of the activities that you currently practice.



WHEN IT COMES TO TAKING CARE OF THEMSELVES, WOMEN SAY THEY WOULD PREFER A LESS HARSH ROUTINE.

Nearly **9 in 10 (87%)** prefer to use gentle, less abrasive face wash products to wash their skin.³



³ Q2: Thinking now about beauty regimens, please indicate how strongly you agree with each of the following statements. [STRONGLY AGREE; SOMEWHAT AGREE; SOMEWHAT DISAGREE; STRONGLY DISAGREE].

BUT, THEY ALSO ADMIT THEY’LL DO WHATEVER IT TAKES TO HAVE WHITER TEETH.



More than 1/3

of women who experience sensitivity say they will do whatever it takes to have whiter teeth.¹

32% believe that for tooth whitening, the more intense approaches are more effective.¹

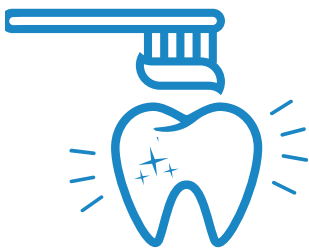
1 in 4 women

strongly or somewhat agree that that they will suffer through painful beauty regimens because the end result is worth it.¹

¹ Q8: Now, thinking about tooth whitening regimens, please indicate how strongly you agree with each of the following statements. [STRONGLY AGREE; SOMEWHAT AGREE; SOMEWHAT DISAGREE; STRONGLY DISAGREE].



SO, WHY ARE THEY STILL SUFFERING TO ACHIEVE WHITER TEETH?



87% of women agree they prefer to use gentle, less abrasive tooth whitening products to whiten their teeth.¹



But, **1/3 of women don’t think there is a whitening option** out there for their sensitive teeth.¹

¹ Q8: Now, thinking about tooth whitening regimens, please indicate how strongly you agree with each of the following statements. [STRONGLY AGREE; SOMEWHAT AGREE; SOMEWHAT DISAGREE; STRONGLY DISAGREE].

NOW, WOMEN CAN HAVE THE SENSITIVITY RELIEF THAT THEY NEED WHILE GETTING THE WHITER TEETH THEY WANT.⁴

10X

Sensodyne® True White® is 10 times less abrasive than many leading whitening toothpastes.⁵



Many whitening toothpastes contain abrasive particles that work to remove “extrinsic stains” by scrubbing them off of the surface of teeth, revealing the unstained layer below.



Sensodyne® True White® uses a low-abrasion formula that gently lifts stains from the surface.⁴

⁵ Based on Relative Dentin Abrasivity testing against 15 products in the top 80% of the whitening toothpaste market.

⁴ With twice daily brushing.



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