



Enamelon®

Everyday Relief. Everyday Protection.

Treats Sensitivity
Soothes & Moisturizes Dry Mouth Tissues



Premier® Dental Products Company • 888-670-6100 • www.premusa.com

Enamelon®

Preventive Treatment Gel

- Treats sensitivity
- Relieves the discomfort of dry mouth tissues†
- Helps to prevent caries & gingivitis
- Non-irritating to patients with dry mouth†
- Contains no SLS, gluten or dyes
- 0.40% stabilized stannous fluoride (970 ppm F)
- Optimized with calcium and phosphate ions
- Non-abrasive formula for daily use
- Safe for patients of all ages**

**Dose based on age



Treats sensitivity

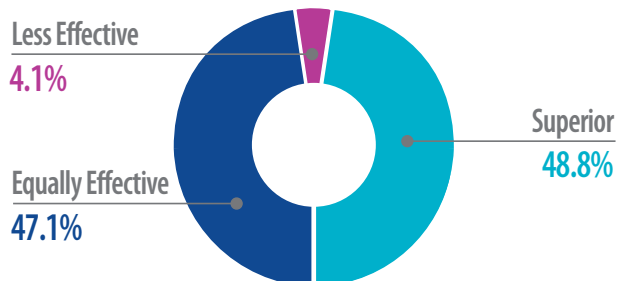
Occludes tubules with ACP & Fluoride

Dental hypersensitivity is under-reported by the patient.¹ Enamelon Treatment Gel is your professionally dispensed solution.

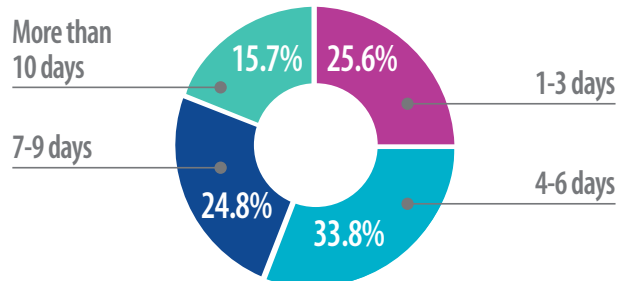
Enamelon® contains stannous fluoride along with calcium and phosphate ions that have proven effective for tubule occlusion. By blocking the exposed tubules with a combination of stannous (tin) ions along with fluoride, calcium and phosphate salts, a physical barrier is created that covers open dentinal tubules to prevent external stimuli from causing pain or discomfort.



Enamelon compared to products previously used to treat/relieve sensitivity*



Time until sensitivity relief using Enamelon*



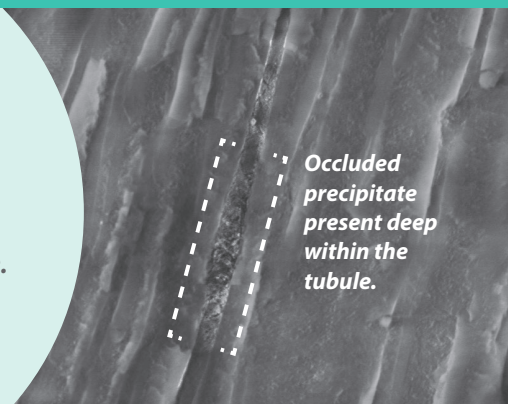
Dentin Surface Post-Treatment



Scanning Electron Micrograph (SEM) of dental tubules after 5 day application with Enamelon.

Tubules are almost completely filled in with a precipitate of Amorphous Calcium Phosphate Fluoride.

Longitudinal View of Treated Dentin



SEM Image of the newly occluded dental tubules after day 5 (10 applications) with Enamelon.

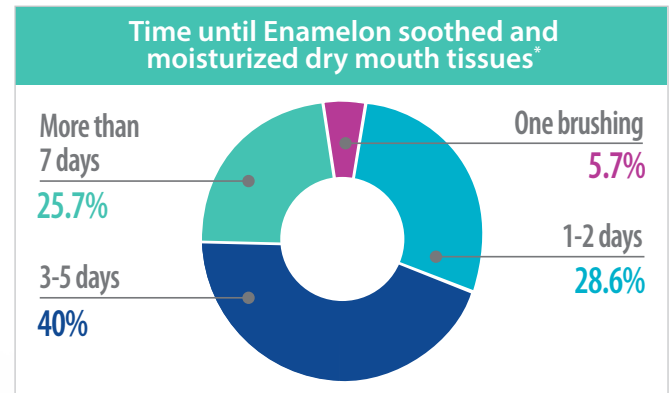
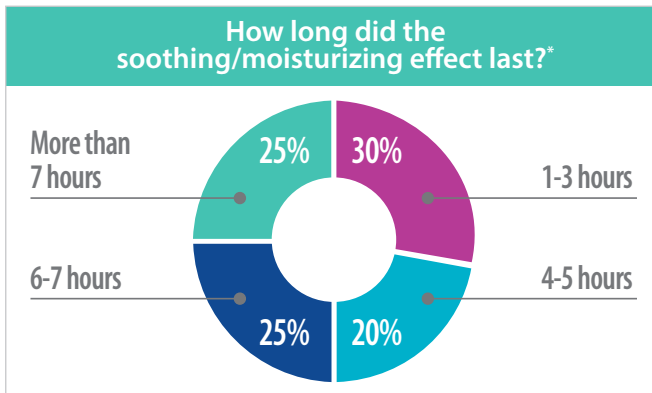


Soothes dry mouth tissue

Enamelon provides an immediate and long lasting soothing, moisturizing and lubricating effect.

Through the use of proprietary co-polymers, Ultramulsion® benefits your patients by providing a long-lasting coating that lubricates and soothes the soft tissues of the mouth.

The only over-the-counter (OTC) stannous fluoride preventive treatment gel that has been shown in a clinical trial to help reduce many sensory symptoms of dry mouth.[†]



Advantage Enamelon!

- Treats sensitivity, prevents caries and gingivitis
- Relieves the discomfort of dry mouth tissues[†]
- Delivers more fluoride uptake to the teeth²
- Strengthens teeth better than the 5000 ppm F toothpastes³
- Promotes remineralization and inhibits demineralization
- More protection with less fluoride
- Non-abrasive gel (RDA of 8)
- Contains no SLS, gluten or dyes



Dispense with confidence!

“ Patients that have tried a sensitive toothpaste and have not had any relief, we offer the Enamelon Treatment Gel for the generalized sensitivity. For our dry mouth patients, we offer the Enamelon to help aid in the relief to dry mouth tissues, as well as protect them from caries. ”

- Dr. P., DMD & C. B., RDH, BS , Connecticut



“ Usually, when I wake up in the morning, my mouth is so dry I can hardly talk. The morning after using Enamelon, I was very excited that my mouth wasn't dry and that I had more saliva than I had in a very long time... I will continue to use this product as I have been having cavities due to the dry mouth to see if I can go cavity free. ”

Excerpt from letter by patient – Beverly H, PA

Clinical Results!⁴

90% of dentists indicated that their patients experienced a **reduction in generalized tooth sensitivity** using Enamelon treatment gel.

95% of dentists indicated they would **incorporate Enamelon** into their practices and offer it to their patients.

75% of dentists indicated their patients experienced some type of **prolonged fresh, smooth, slick feel in their mouths** after using Enamelon.

Patient Acceptance!

86% of patients are **likely to recommend Enamelon to a friend.***

93% of patients rated **the taste of Enamelon as pleasant.***

Opportunities

Many patients benefit from Enamelon

	Enamelon®		
	Anti-Caries	Anti-Sensitivity	Anti-Gingivitis
Attrition (Bruxism)		✓	
Caries Risk based on CRA ⁵	✓		
Crown & Bridge Protection	✓	✓	✓
Dental Erosion	✓	✓	
Gastric Reflux Disease GER/GERD	✓	✓	
History of ECC ⁶	✓		
History of Pit & Fissure Caries	✓		
ICDAS Prevention Care ⁷	✓		
Oncology	✓	✓	✓
Orthodontic	✓		✓
Pediatric	✓		✓
Periodontal	✓	✓	✓
Polypharmacy	✓	✓	
Pregnancy/Maternity	✓		✓
Recession	✓	✓	✓
Special Needs Patients	✓	✓	✓
Whitening/Bleaching		✓	
Xerostomia/Dry Mouth	✓	✓	✓

For patient support material, visit
www.premusa.com/EnamelonPatientEd



More protection Less fluoride^{2,3}

Enamelon provides 3x greater reduction of enamel solubility³

- Reduces the solubility of enamel, preventing demineralization of the tooth surface when exposed to acids.
- Decreases enamel solubility by 56.91% compared to 18.78% with 5000 ppm fluoride paste, providing 3x greater protection against acid challenges.³
- Provides over 2x more beneficial fluoride uptake with only one-fifth the amount contained in 5000 ppm fluoride toothpastes.²



Ordering Information

9007285 Enamelon® Preventive Treatment Gel
4.0 oz (113 g), Clean Mint, 12/case



Enamelon®

For information on additional hygiene products,
call 610-239-6000. Order through your authorized dealer.



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United States Patent Numbers: US 5,993,784, US 5,711,936, US 5,651,959 and other patents pending. Made in U.S.A.
Ultramulsion® is a registered trademark of WhiteHill Oral Technologies, Inc.

1. Kamath Deepa G & Nayak Sangeeta U. Dentinal hypersensitivity and its management – An informed view, J.Pharm Biomed Sci. 2013, February ; 27(27):474-479. (Article no 09) / 2. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Incipient Lesion Enamel Fluoride Uptake from Various Prescription and OTC Fluoride Toothpastes and Gels. Journal of Clinical Dentistry, 2014; 25:57-60 / 3. Schemehorn BR, DiMarino JC, Movahed N. Comparison of the Enamel Solubility Reduction from Various Prescription and OTC Fluoride Toothpastes and Gels. Journal of Clinical Dentistry, 2014; 25:61-64. / 4. Comisi DDS, MAGD, John C., The Catapult Group presents its review on this unique, protective, remineralizing and moisture-enhancing preventive treatment gel, Dental Product Report, 2015, October; Issue 10 Vol. 9 :68-69 / 5. CRA=Caries Risk Assessment curriculum. (ADA, AAPD, CAMBRA, etc) / 6. Early Childhood Caries is defined as the presence of one or more decayed (non-cavitated or cavitated lesions), missing (due to caries) or filled tooth surfaces in any primary tooth in a preschool-age child between birth and 71 months of age. The term "Severe Early Childhood Caries" refers to "atypical" or "progressive" or "acute" or "rampant" patterns of dental caries. – ADA Statement on Early Childhood Cares. www.ada.org/2057.aspx / 7. ICDAS (international Caries Detection and Assessment System) is detection and assessment system classifying states of the caries process. www.icdas.org † Milleman J.L., Milleman K.R., Santos S.L., Proskin H.M., Battershell K.K., DiMarino J.C.A. Subjective assessment of Enamelon® Preventive Treatment Gel in A Self-reported Dry-Mouth Population. Compend Contin Educ Dent. 2016;37(8):E6-E10. *Data on File