

Everyday Relief. Everyday Protection.



## Enamelon®

Preventive Treatment Gel - 970 ppm F

### Treats Sensitivity & Soothes Dry Mouth Tissues

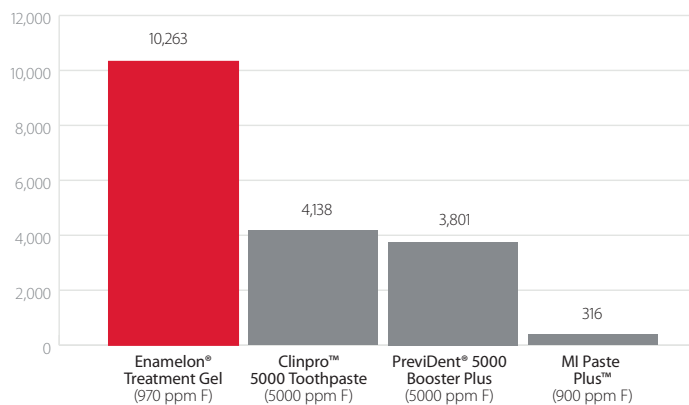
A professional product using a clinically proven ingredient to:

- Treat dentin hypersensitivity
- Help prevent caries
- Help prevent gingivitis

- Soothes & moisturizes dry mouth tissues
- Safe for all ages
- Non-abrasive (RDA 8)
- No SLS, Gluten, Dairy or Dyes

#### 2x Greater Fluoride Uptake

Enamel Fluoride Uptake (ppm F) FDA Method #40<sup>2</sup>

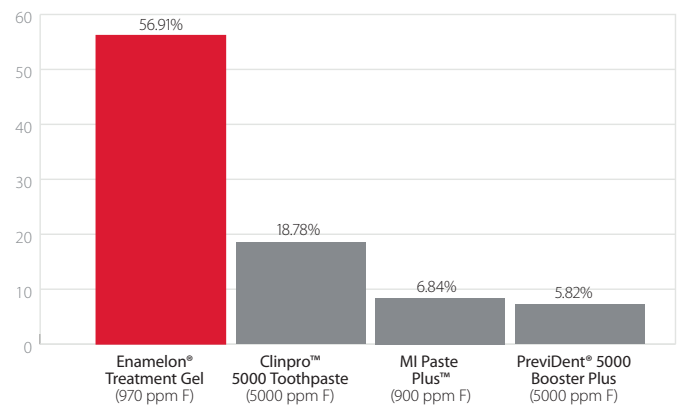


Enamelon® 970 ppm provides over 2x more beneficial fluoride with only one-fifth the amount contained in 5000 ppm fluoride toothpastes.

#### 3x Greater Reduction of Enamel Solubility

Enamel Solubility Reduction FDA Method #33<sup>1</sup>

Negative control (Water) recorded a -5.45% Enamel Solubility Reduction



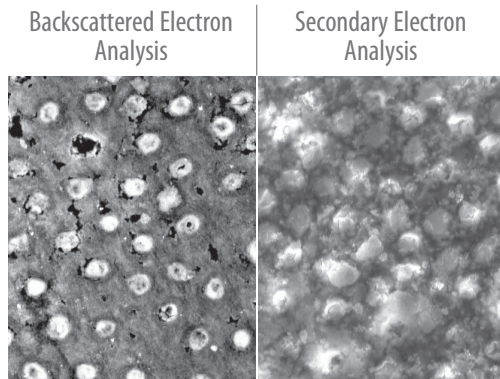
In-vitro testing shows that Enamelon® reduces the solubility of enamel, preventing demineralization of the tooth surface when exposed to acids, providing 3x greater protection against acid challenges.

**premier**® Inspired solutions  
for daily dentistry®

## Treats Sensitivity

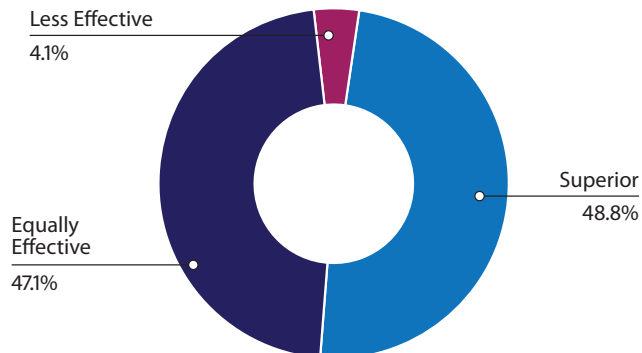
### Occludes tubules with ACP & Fluoride

Only 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.



SEM of the occluded dentinal tubules after day 5 (10 applications) with Enamelon.  
10 µm Mag = 1.00 K, XEHT = 20.00 kV

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



### Ordering Information

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

**premier®** Inspired solutions for daily dentistry™

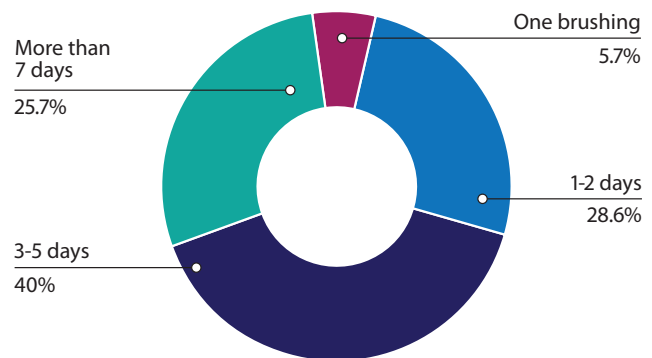
## Soothes Dry Mouth Tissue

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.

“Usually when I wake up in the morning, my mouth is so dry I can hardly talk. The morning after using Enamelon, I was excited that my mouth wasn’t dry and that I had more saliva than I had in a 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.” Patient - Beverly, Pa

### Time until Enamelon soothed and moisturized dry mouth tissues\*



## Science Defined

Amorphous Calcium Phosphate (ACP) contains the building blocks of tooth mineral.<sup>3,4,5,6</sup> ACP is the most reactive and soluble calcium phosphate compound. It forms on the tooth enamel, within the dentinal tubules, and provides a calcium and phosphate reservoir. Research shows that available ACP on the enamel can prevent damaging erosion by stimulating remineralization of tooth structure.<sup>7,8</sup> Introducing calcium and phosphate back into the surface of the tooth with products containing ACP technology is an ideal strategy to reverse the demineralization process.



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\* Schemehorn BR, DiMarino JC, Movahed N. Comparison of the incipient lesion enamel fluoride uptake from various prescription and OTC fluoride toothpastes and gels. J Clin Dent. 2014;25:57-60. / 2 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. / 3 Tung, M.S., Eichmiller, F.C., Paffenberger Research Center. ADAHF. NIST. Gaithersburg, MD. 'Dental Applications of Amorphous Calcium Phosphates' Journal of Clinical Dentistry, Vol.10, Issue 1, 1999. / 4 Tung, M.S., Eichmiller, F.C. 'ACP for Tooth Mineralization', Compendium Cont. Educ Dent, Vol.25, No. 9, Suppl. 1, Sept. 2004, p 9-13. Journal Code 9600713. Journal Subset MED350. ISSN 1548-8578. Corp. Author: American Dental Association Foundation. / 5 Tung, M., Eichmiller, F., Gibson, H., Ly, A., Skrtic, D., Schumacher, G. (ADAHF Paffenberger Research Center, NIST, Gaithersburg, MD); 'Dentin Desensitization by in situ Formation of Calcium Phosphate', J. Dent Res 76 (IADR Abstracts):2985, 1997. / 6 Tung, M.S., O'Farrell, T.J., Liu, D.W., Paffenberger Research Center, ADAHF. NIST. Gaithersburg, MD. 'Remineralization by Amorphous Calcium Phosphate Compounds' Journal of Dental Research, Vol. 72, Abstract No. 1738, 1993. / 7 Schemehorn, B.R., Wood, G.D., McHale, W., Winston, A.E., 'Comparison of Fluoride Uptake into Tooth Enamel from Two Fluoride Varnishes Containing Different Calcium Phosphate Sources', J Clin Dent, 2011;22:51-54. / 8 White, D.J and Nancollas, G.H. 'Physical and Chemical Considerations of the role of firmly and loosely bound fluoride in caries prevention', J Dent Res, 1990, 69:587-594. // Enamelon® United States Patent Numbers: US 5,993,784; US 9,585,818; US 9,586,064; US 9,604,078; US 9,724,542; US 9,616,004 and other patents pending. Made in U.S.A. / Ultramulsion® is a registered trademark of WhiteHill Oral Technologies, Inc. / Clinpro™, MI Paste Plus™ and PreVident® are not trademarks of Premier® Dental Products Company. / \*Independent Professional Dental Office Survey, July 2015.