



premier Enamelon®

The New Standard of Caring™

Effective Home Care for Orthodontic Patients

Enamelon® Preventive Treatment Gel is formulated with stabilized stannous fluoride optimized with calcium and phosphate ions to offer an effective home-use therapy for your orthodontic patients. Enamelon helps prevent caries, gingivitis and treats sensitivity.



Strengthens Enamel: to Protect Against Demineralization

- Reduces the solubility of enamel and demineralization¹, which could lead to white spot lesions.
- Provides 3x greater protection against acid challenges than 5000 ppm fluoride paste.¹
- Provides 2x greater fluoride uptake than 5000 ppm fluoride paste.²

Protects Against Gingivitis

- Helps interfere with the harmful effects of plaque associated with gingivitis which is especially helpful for orthodontic patients.
- Stannous fluoride inhibits bacterial adhesion and growth and is shown to result in significant reductions in plaque and gingivitis with twice-daily use.³

✓ Orthodontic Prevention Protocol

Start your patients on Enamelon Preventive Treatment Gel at least one month before placing orthodontic brackets. This prevention protocol can help reduce gingivitis, strengthen the enamel and help reduce demineralization. Then continue the protocol throughout treatment for maximum protection.

Improves Compliance

- Enamelon is a one-step solution with a great taste and mouth feel for increased compliance.
- Gentle non-abrasive formula can be used daily

"Great-tasting science!"

Discover the Enamelon® Advantage

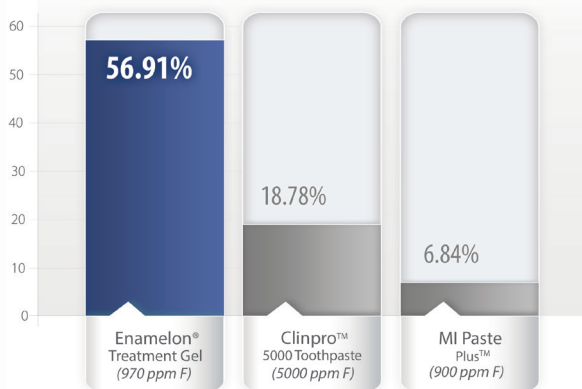
Even though **Enamelon® Treatment Gel** contains only 970 ppm fluoride, this patent pending formula contains the protective properties of stannous fluoride with calcium and phosphate ions to uniquely deliver more fluoride uptake to teeth.



3x greater reduction of enamel solubility

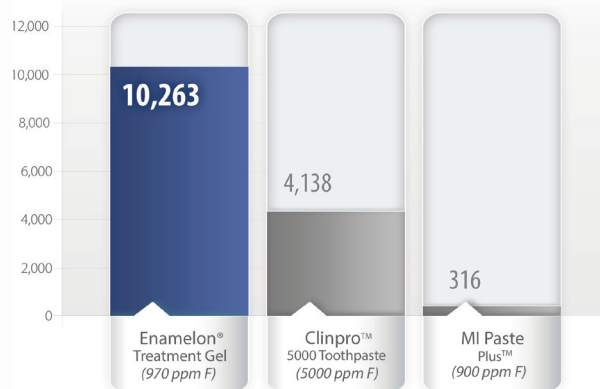
Enamel Solubility Reduction FDA Method #33¹

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



More protection with less fluoride

Enamel Fluoride Uptake (ppm F) FDA Method #40²



Enamelon contains the first formula to combine the enamel hardening properties of the stannous ion with the remineralizing potential of amorphous calcium phosphate (ACP) technology. The unique formula provides an enhanced capacity to form loosely-bound calcium fluoride reservoirs. These reservoirs provide a vital source of remineralizing ions in the presence of an acid challenge. The release of these ions helps to promote remineralization and inhibit demineralization.⁴

		Enamelon® Preventive Treatment Gel	Clinpro™ 5000	MI Paste Plus™
ppm Fluoride		970	5000	900
Claims	Anticaries	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *	<input type="checkbox"/>
	Sensitivity Relief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Antigingivitis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Features/Benefits	Moisturizes & Soothes Soft Tissue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Abrasive-free Formula	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	SLS-free	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Value	Price [†]	\$12.99/4 oz	\$13.99/4 oz	\$15.89/1.41 oz
	Cost/Ounce	\$3.25	\$3.49	\$11.26

Patient-Friendly

- Gentle nonabrasive gel
- Gluten, dye and Sodium Lauryl Sulfate (SLS) Free
- Refreshing mint flavor

Ordering Information

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



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1 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;25:61-4. 2 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. 3 Salman SA. A clinical study evaluating the effect of 0.4% stannous fluoride gel in controlling plaque and gingivitis. J Bagh Coll Dent. 2011;23:97-100. 4 Schemehorn, B.R., Orban, J.C., Wood, G.D., et al. Remineralization by Fluoride Enhanced with Calcium and Phosphate Ingredients. Journal of Clinical Dentistry, 1999; 10(1 spec. no.);13-16. Enamelon® 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. / Clinpro™ and MI Paste Plus™ are not trademarks of Premier® Dental Products Company. *5000 ppm F toothpastes are categorized as "unapproved drug other" by the FDA. † Dealer Pricing - 2015.