



premier Enamelon®
The New Standard of Caring™

Effective Home Care for Pediatric Patients

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

More Protection: Less Fluoride

- Enamelon Gel contains only 970 ppm F, yet is a safe alternative to 5000 ppm F toothpastes and remineralizing pastes.*
- Provides 3x greater protection against acid challenges than 5000 ppm fluoride paste.¹
- Provides 2x greater fluoride uptake than 5000 ppm fluoride paste.²

Enamelon is safe for daily use - for patients of all ages*

- Great flavor - the sweet vanilla notes calm the mint flavor for improved compliance.
- Gentle non-abrasive formula can be used daily.

ADA Recommendations:³



"Smear" amount†
(0.125 g)
Up to age 3



"Pea-size" amount†
(0.25 g)
Ages 3 to 6

*Dose based on age

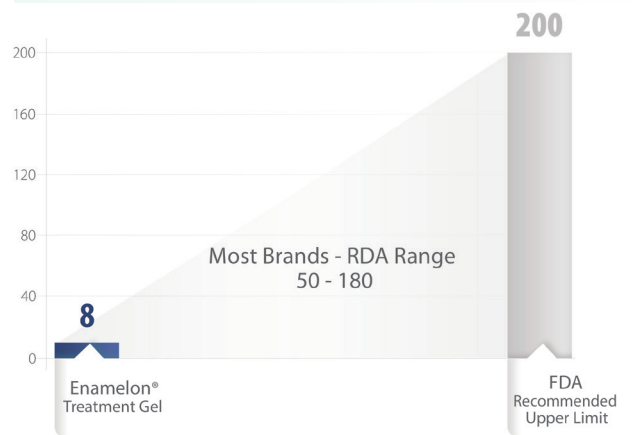
"Strip" amount - Age 6 and older

Fluoride ion comparison of a pea-size amount (0.25 g)

- Enamelon® Gel = 0.24 mg F
- 5000 ppm F toothpaste = 1.25 mg F



Low Relative Dentin Abrasivity (RDA) for maximum tooth protection



Enamelon has low abrasivity to safely protect teeth while minimizing enamel wear - especially helpful for young patients with sensitivity, erosion, or thin enamel.

"Great-tasting science!"

Discover the Enamelon® Advantage

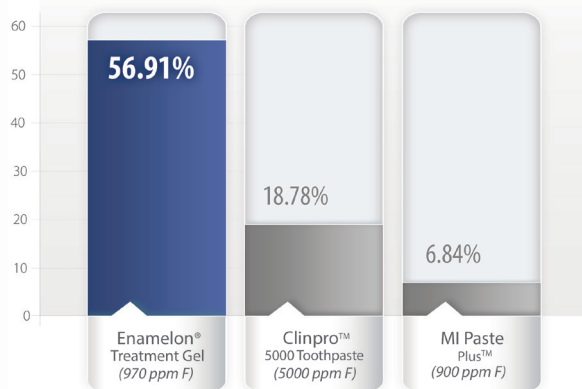
Even though **Enamelon® Treatment Gel** contains only 970 ppm fluoride, this patent pending formula contains the protective properties of stannous fluoride with calcium and phosphate ions to uniquely deliver more fluoride uptake to teeth.



3x greater reduction of enamel solubility

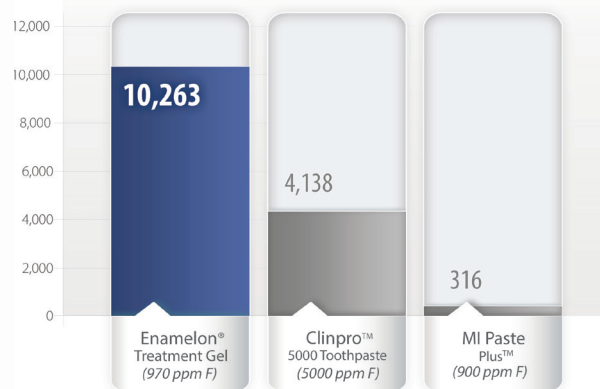
Enamel Solubility Reduction FDA Method #33¹

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	✓	✓*	
	Sensitivity Relief	✓		✓
	Antigingivitis	✓		
Features/Benefits	Moisturizes & Soothes Soft Tissue	✓		
	Abrasive-free Formula	✓		✓
	SLS-free	✓		✓
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 American Dental Association Council on Scientific Affairs, Fluoride toothpaste use for young children, JADA 2014; 145 (2): 190-19. 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.