



premier **Enamelon**[®]
The New Standard of Caring[™]

Effective Home Care for Periodontal Patients

Enamelon[®] Preventive Treatment Gel is formulated with stabilized stannous fluoride and Amorphous Calcium Phosphate (ACP) technology to offer an effective home-use therapy with extra protection for periodontal patients. Enamelon helps prevent caries, gingivitis and treats sensitivity.



Protects Against Caries

- Enamelon is especially helpful for patients with exposed root surfaces.
- 3x greater reduction of enamel solubility¹ and 2x more fluoride uptake than 5,000 ppm toothpaste.²

Protects Against Gingivitis

- Stannous fluoride inhibits bacterial adhesion and growth and is shown to result in significant reductions in plaque and gingivitis with twice-daily use.³

Treats & Helps Prevent Sensitivity

- ACP and stannous fluoride work together to help relieve sensitivity through tubular occlusion.
- A physical barrier is created that covers the dentinal tubules, preventing external stimuli from causing pain or discomfort.

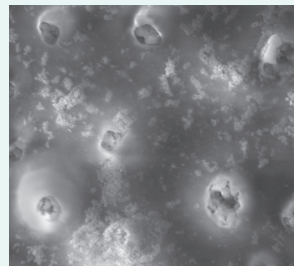
Additional Benefits

- Utilizes Ultramulsion[®], a patented technology, that provides a long-lasting coating to lubricate and soothe soft tissues of the mouth.
- Contains Spilanthes, a natural herb that enhances flavor and offers a refreshing finish.

Occludes Tubules: to Treat Sensitivity

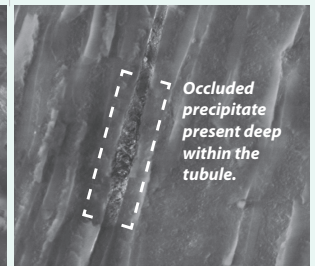
Dentin Surface Post-Treatment

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



Cross Section of Treated Dentin

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



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

✔ Periodontal Prevention Protocol

Start your patients on Enamelon Preventive Treatment Gel at least one month before periodontal treatment. This prevention protocol can help reduce gingivitis, caries and sensitivity, while strengthening the enamel. Then continue the protocol throughout treatment to maximize patient benefit.

"Great-tasting science!"

Discover the Enamelon® Advantage

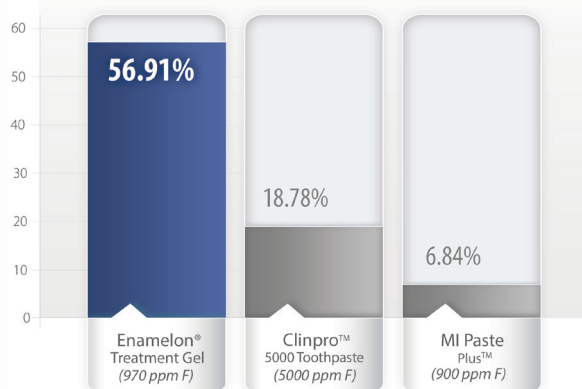
Even though **Enamelon® Treatment Gel** contains only 970 ppm fluoride, this patent pending formula contains the protective properties of stannous fluoride with calcium and phosphate ions to uniquely deliver more fluoride uptake to teeth.



3x greater reduction of enamel solubility

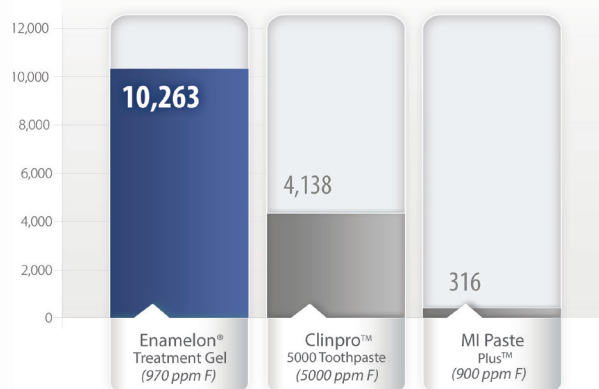
Enamel Solubility Reduction FDA Method #33¹

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 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.