

Learning To Treat Sensitive Teeth

(NAPSA)—One of pro football's toughest players may also be among its most sensitive—and millions of others feel the same way.

Until recently, legendary quarterback Brett Favre suffered from sensitive teeth, a condition that affects approximately one in five adults, or 48 million people. Favre, like others with sensitive teeth, got sacked each time he bit into an ice cream cone or sipped a hot cup of coffee.

"I was in my 30s when my teeth really started bothering me," he explains. "Especially when I played football in the cold air of Green Bay or when I was eating my favorite Cajun dishes."

Favre's dentist recommended Sensodyne to relieve the pain, and the quarterback now uses the toothpaste twice daily with great results. To help spread the word, Favre now leads a nationwide Sensodyne Search for America's Most Sensitive, an 18-city tour and interactive online campaign to show people how easy it can be to stop the pain of sensitive teeth. For instance, the campaign's Sensitivity Challenge takes a fun approach to dealing with tooth sensitivity by quizzing couples on how well they know each other's personal sensitivities with questions including:

- Does your partner prefer kitens or puppies?
- What movie brings a tear to your partner's eye?
- Which ice cream flavor would your partner say is good enough to enjoy with painful tooth sensitivity?

The initiative also lets people audition for an upcoming advertising campaign for the toothpaste and take the Sensodyne 2



Favre fan Brian O'Connor meets football tough guy Brett Favre during the Sensodyne Search for America's Most Sensitive tour stop in Chicago, Ill. A sensitive teeth sufferer, Favre is revealing his sensitive side as part of a nationwide campaign to raise awareness about sensitive teeth and show sufferers how to stop the pain and keep it from returning.

Week Taste Test. Everyone who signs up will receive a free sample of one of the eight flavors and varieties the toothpaste comes in and be entered to win a package of two weekend getaways.

For each of the first 50,000 people who sign up, \$1 will be donated to the Brett Favre Forward Foundation, a nonprofit organization that supports programs for disadvantaged and disabled kids in Favre's home state of Mississippi and in Wisconsin.

In addition, event attendees can visit one on one with dental professionals about their tooth sensitivity and the best way to treat their pain.

About Sensitive Teeth

Tooth sensitivity, also called dentin hypersensitivity, is one of the most common dental complaints. Left untreated, it can lead to more serious problems because it often causes people to neglect their oral hygiene.

"Tooth sensitivity happens when gum tissue recedes or

enamel is worn away, often caused by improper brushing," says Lou Graham, D.D.S. "But sensitive teeth can be easily treated with regular use of a desensitizing toothpaste. The key is to use it for at least two weeks and to keep on using it to prevent the pain from coming back."

The problem of sensitive teeth hits earlier than many people might think. Research shows younger Americans in the 18-24 age group are most likely to suffer, with 28 percent saying they experience tooth sensitivity, much higher than adults 50 years old and older with an incidence of 17 percent. And, although younger adults have a higher incidence of sensitivity, they are least likely to treat the problem, as compared to 18-24, 25-35, 36-49, 50-64 and 65 and over age groups. It's hoped that Favre and the new program may help change that.

For more information on the campaign and tooth sensitivity, visit www.SensodyneSearch.com.