

Colgate Sensitive Pro-Relief Concept Write-Ups

NEWER...AND WAY BETTER



Technology continues to advance everyday, making life easier.

Like the way having a phone you can carry in your pocket is so much easier than having to find one on the street...

Or how wifi now lets us access internet from anywhere....or even how microwaves can heat up a cold slice of pizza in seconds...how did we ever live without that?

Meanwhile, if you're eating your pizza cold because you suffer from sensitive tooth pain – it may seem like technology hasn't evolved fast enough. Thankfully, Colgate Sensitive Pro Relief has changed the game. Colgate developed a new and improved formula to alieve sensitivity pain - and keep the pain from coming back.

That's because Colgate Sensitive Pro Relief has Pro Argin, a natural ingredient that strengthens the surface of your teeth to protect against sensitivity and help prevent gum recession from causing new sensitivity.

So every time you brush, you're getting the most modern solution available, specifically designed to alieve AND repair the condition that's *causing* your pain.

It's the big advancement sensitive tooth-sufferers have been waiting for, from the leaders in personal oral-care: Colgate.

Some day soon, we'll all wonder how we lived without it!

Your Teeth Are Talking...



You know your body's language...

And when your body speaks up, it's usually for a good reason.

This is especially true when your teeth start talking because they are probably trying to warn you about tooth sensitivity.

And they always seem to pick the worst times to pipe up!

Whether it's when you're enjoying a coffee with friends or an ice cream with your family, they always find a way to interrupt.

The good news is that Colgate is here to help you answer back – because Colgate Sensitive Pro-Relief is a NEW and more modern solution developed by the leaders in Oral Health.

Colgate Sensitive Pro-Relief has Pro-Argin, a natural ingredient that fortifies the surface of your teeth to protect against sensitivity and helps prevent gum recession from causing new sensitivity.

You'll feel the relief and confidence that you are using the most advanced formula that exists.

So if your teeth have been chattering – about the cold or the heat, or the sweet and the sour – now you have something new to answer back with.

Colgate Sensitive Pro-Relief - the modern solution to sensitivity that everyone's talking about.