Helps Prevent Caries, Gingivitis and Treats Sensitivity
Enamelon® Preventive Treatment Gel
0.40% Stannous Fluoride (970 ppm F)

Enamelon® Preventive Treatment Gel is formulated with stabilized stannous fluoride optimized with calcium and phosphate ions to offer an effective home-use treatment plan for caries prevention, gingivitis and/or sensitivity relief. The gentle, non-abrasive formula can be used daily as part of your patients’ oral hygiene care routine. You and your patients can enjoy efficacy, versatility and safety – all in one treatment gel.

- Aids in the prevention of caries
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- Helps prevent gingivitis
- Helps interfere with the harmful effects of plaque associated with gingivitis

“Great-tasting science!”
Discover the Enamelon® Advantage

Enamelon® is the new standard of caring, a safe and effective alternative to 5000 ppm F toothpastes and remineralizing pastes, to help prevent caries, gingivitis and treat sensitivity. Enamelon utilizes the remineralizing technology of Amorphous Calcium Phosphate (ACP) and contains Ultramulsion® and mucoadhesive co-polymers, a unique combination that increases substantivity and creates a great mouth-feel.

*5000 ppm F toothpastes are categorized as "unapproved drug other" by the FDA.
1 Dealer Pricing - 2014. / Clinpro™ and MI Paste Plus™ are not trademarks of Premier® Dental Products Company.

<table>
<thead>
<tr>
<th>ppm Fluoride</th>
<th>Enamelon Preventive Treatment Gel</th>
<th>Clinpro™ 5000</th>
<th>MI Paste Plus™</th>
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<tbody>
<tr>
<td>970</td>
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<td>5000</td>
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<table>
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<tr>
<th>Claims</th>
<th>Anticaries</th>
<th>Sensitivity Relief</th>
<th>Antigingivitis</th>
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<tr>
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<table>
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<tr>
<th>Features/Benefits</th>
<th>Moisturizes &amp; Soothes Soft Tissue</th>
<th>Abrasive-free Formula</th>
<th>ACP Formula</th>
<th>SLS-free</th>
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<tbody>
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<table>
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<tr>
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<tbody>
<tr>
<td></td>
<td>$12.99/4 oz</td>
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<tr>
<td></td>
<td>$12.99/4 oz</td>
<td>$3.25</td>
</tr>
<tr>
<td></td>
<td>$15.89/1.41 oz</td>
<td>$11.26</td>
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</table>
Enamelon® Preventive Treatment Gel provides 3x greater reduction of enamel solubility with twice as much fluoride uptake as 5000 ppm F toothpastes.

Enamelon® Preventive Treatment Gel contains 970 ppm fluoride ion, yet this patent-pending formula utilizes calcium and phosphate ions to uniquely deliver more fluoride uptake to teeth. Additionally, this is the first formula to combine the protective properties of the stannous ion with the remineralizing potential of ACP technology.

The unique saliva-stimulating formula provides an enhanced ability 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.²

The result is more protection with less fluoride exposure!

In-vitro testing shows that Enamelon® reduces the solubility of enamel, preventing demineralization of the tooth surface when exposed to acids. Enamelon Preventive Treatment Gel decreases enamel solubility by 56.91% compared to 18.78% with 5000 ppm fluoride paste, providing 3x greater protection against acid challenges.

Enamelon® provides over 2x more beneficial fluoride with only one-fifth the amount contained in 5000 ppm fluoride toothpastes. You safely can dispense Enamelon® Preventive Treatment Gel to your entire patient population for daily long-term use.

* Dose based on age
⁵ American Dental Association Council on Scientific Affairs, Fluoride toothpaste use for young children, JADA 2014; 145 (2); 190-191
Enamelon® simplifies dispensing so your team stays focused on patient care.

Enamelon® eliminates the need for remineralizing pastes, prescription-strength toothpastes and take-home rinses, so your team can stay focused on your patients’ needs. When homecare treatment is required, the choice is simple - Enamelon!

Safe for daily use - for all ages*

Practice Building
Dispense Enamelon Preventive Treatment Gel during initial consultation to establish behavior and initiate benefits.

Age – ADA recommendations

Fluoride toothpaste is intended to maximize the caries-preventive benefits of fluoride use in young children while reducing the risk of developing fluorosis.

- “Smear” of toothpaste from eruption of first tooth up to age 3
- “Pea-sized” amount of toothpaste for children ages 3 to 6
- “Strip-size” from age 6 and older

Smear amount (0.125 g)
Pea-sized amount (0.25 g)

Pea-size amount = 0.25 g
Enamelon® Gel = 0.24 mg F
5000 ppm F toothpaste = 1.25 mg F

“Dispense with confidence!”
Enamelon® Fluoride Toothpaste
0.45% Stannous Fluoride (1150 ppm F)

Enamelon® Toothpaste contains the same clinically proven active ingredient optimized with calcium and phosphate ions as the preventive treatment gel, but in an 1150 ppm F formulation with a mild abrasive for everyday cleaning.

- Aids in the prevention of caries
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- Helps prevent gingivitis
- Helps interfere with the harmful effects of plaque associated with gingivitis

“The remineralizing technology of ACP and fluoride!”
**Enamelon® Toothpaste**  
**More protection, easy compliance**

Enamel Fluoride Uptake (ppm F) FDA Method #40⁴

<table>
<thead>
<tr>
<th>Enamelon® Toothpaste (1150 ppm F)</th>
<th>OTC Strontium Fluoride Toothpaste (1100 ppm F)</th>
<th>OTC Sodium Fluoride Toothpaste (1100 ppm F)</th>
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</thead>
<tbody>
<tr>
<td>7,016</td>
<td>2,647</td>
<td>1,470</td>
</tr>
</tbody>
</table>

**More Fluoride Protection**

Enamelon® provides over 2x more fluoride uptake, due to the proprietary fluoride, calcium and phosphate formula, than over-the-counter (OTC) toothpastes.

**Patient-Friendly**

The non-abrasive gel and low-abrasive toothpaste are formulated with Ultramulsion®, a patented saliva-soluble coating that moisturizes and soothes oral soft tissues and helps to prevent staining. Enamelon® does not contain Sodium Lauryl Sulfate (SLS) commonly found in 5000 ppm F toothpastes and 1100 - 1150 ppm F toothpastes.

Refreshing mint flavors are enhanced with spilanthes, a natural herb that boosts salivary flow to help protect dental hard tissues.

Enamelon products are gluten-free and dye-free.

**Controlled Dispensing**

Studies suggest that caregivers commonly apply up to twice the amount of toothpaste recommended⁶. Enamelon offers reduced-sized orifices so patients - and parents - easily can control dispensing/dosage.

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Prevent and Treat Dentinal Hypersensitivity

Dentinal hypersensitivity has been researched extensively, found to be under-reported by the patient and is a frequently misunderstood clinical problem.\(^7\)

Two modalities are used in the treatment of dentinal hypersensitivity: alteration of fluid flow in the tubules and blocking of the pulpal nerve response.\(^8\) Chemical modulators, such as potassium nitrates, appear to have limited ability to reduce the pain by depolarizing the nerve.\(^9\) Enamelon\(^\circledR\) products contain stannous fluoride along with calcium and phosphate ions that have proven effective for tubule occlusion. By blocking the exposed tubules with a combination of stannous (tin) ions along with fluoride, calcium and phosphate salts, a physical barrier is created that covers open dentinal tubules to prevent external stimuli from causing pain or discomfort.

Practice Building

Show your concern and alleviate their discomfort, dispense Enamelon and transform these patients into vocal advocates for your practice.

Enamelon\(^\circledR\) provides an effective solution in the fight against gingivitis.

- Gingivitis is widespread among the adult population.
- Gingivitis can progress to more serious periodontal disease with attachment loss.\(^10\)
- Stannous fluoride inhibits bacterial adhesion & growth.
- Stannous fluoride has been clinically demonstrated to reduce plaque more than sodium fluoride.\(^11\)
- Twice-daily use of a stannous fluoride toothpaste has been shown to result in significant reduction in plaque and gingivitis.\(^12\)

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\(^7\) Kamath Deepa G & Nayak Sangam U. Dentinal hypersensitivity and its management – An informed view, J. Pharm Biomed Sci. February; 27(27); 474-479


\(^10\) Salman, S.A. A clinical study evaluating the effect of 0.4% stannous fluoride gel in controlling plaque and gingivitis, J Baghd College Dentistry, 2011; Vol. 23, 97-100


\(^12\) Genco & Williams 2010, Periodontal Disease and Overall Health; A Clinician’s Guide
CRA = Caries Risk Assessment curriculum. (ADA, AAPD, CAMBRA, etc.)

Early Childhood Caries is defined as the presence of one or more decayed (non-cavitated or cavitated lesions), missing (due to caries) or filled tooth surfaces in any primary tooth in a preschool-age child between birth and 71 months of age. The term “Severe Early Childhood Caries” refers to “atypical” or “progressive” or “acute” or “rampant” patterns of dental caries. - ADA Statement on Early Childhood Caries. www.ada.org/2057.aspx

ICDAS (International Caries Detection and Assessment System) is a detection & assessment system classifying stages of the caries process. www.icdas.org

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<table>
<thead>
<tr>
<th>Condition</th>
<th>Anti-Caries</th>
<th>Anti-Sensitivity</th>
<th>Anti-Gingivitis</th>
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<tbody>
<tr>
<td>Attrition (Bruxism)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Caries Risk based on CRA(^\text{13})</td>
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<tr>
<td>Crown &amp; Bridge Protection</td>
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<tr>
<td>Dental Erosion</td>
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<tr>
<td>Dry Mouth/Xerostomia</td>
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\(^\text{15}\) ICDAS (International Caries Detection and Assessment System) is a detection & assessment system classifying stages of the caries process. www.icdas.org
Science Defined

Amorphous Calcium Phosphate (ACP) - Building blocks of tooth mineral

The most reactive and soluble calcium phosphate compound, ACP forms on the tooth enamel, within the dentinal tubules and provides a calcium and phosphate reservoir. Research shows that available ACP on the enamel can prevent damaging erosion by stimulating remineralization of tooth structure.\textsuperscript{16,17,18} Introducing calcium and phosphate back into the surface of the tooth with products containing ACP technology is an ideal strategy to reverse the demineralization process.

The ACP-forming ingredients also strengthen teeth by acting as an enhanced fluoride delivery system to deliver more fluoride than products without ACP.\textsuperscript{2} The patient has the benefit of fluoride uptake without greater exposure to higher fluoride concentrations or volumes. ACP combines with fluoride to desensitize dentin. Fluoride, along with ACP, occludes tubules by depositing tooth-like minerals to create a semi-permanent reduction in hydraulic conductance. This is a proven mechanism to reduce dentinal hypersensitivity.

Ultramulsion\textsuperscript{®} is a patented composition with unique properties benefiting your patients by providing a long-lasting coating that lubricates and soothes the soft tissues of the mouth. Ultramulsion may provide improved therapeutic performance by enhancing substantivity.

Spilanthes

Spilanthes, a natural herb, encourages salivary flow and heightens flavor. This distinctive ingredient allows for the natural protective properties of the patient’s saliva to maintain equilibrium. Spilanthes offers a tingling pleasure-sensation while stimulating the saliva for a refreshing and revitalizing clean finish.

\begin{itemize}
  \item “Effect of Calcium Phosphate Containing Fluoride Varnish on Dentin Permeability”, Tung, M.S., Torres, J., (ADAHF Paffenbarger Research Center, NIST, Gaithersburg, MD and U.S. Navy Dental Corps, Bethesda, MD), J Dent Res 86 (Spec Iss A): 0985, 2008 (www.dentalresearch.org)
\end{itemize}
Summary of advantages

- Aids in the prevention of caries
- Builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact
- Helps prevent gingivitis
- Helps interfere with the harmful effects of plaque associated with gingivitis
- Delivers more fluoride uptake to the teeth
- Strengthens teeth better than the 5000 ppm F toothpastes
- Promotes remineralization and inhibits demineralization
- More protection with less fluoride; gel contains 970 ppm F
- Non-abrasive gel (RDA of 8) and low-abrasive toothpaste (RDA of 39)
- Contains no SLS, gluten or dyes

Ordering Information

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

Bonus! Enamelon 0.75 oz Toothpaste included with every gel tube!

9007280  Enamelon® Toothpaste
         4.3 oz (122 g)
         Mint Breeze, 12/case

9007290  Enamelon® Toothpaste
         0.75 oz (21.2 g)
         Mint Breeze, 24/case
For information on these and additional hygiene products, call 610-239-6000. Order through your authorized dealer.

www.enamelon.com