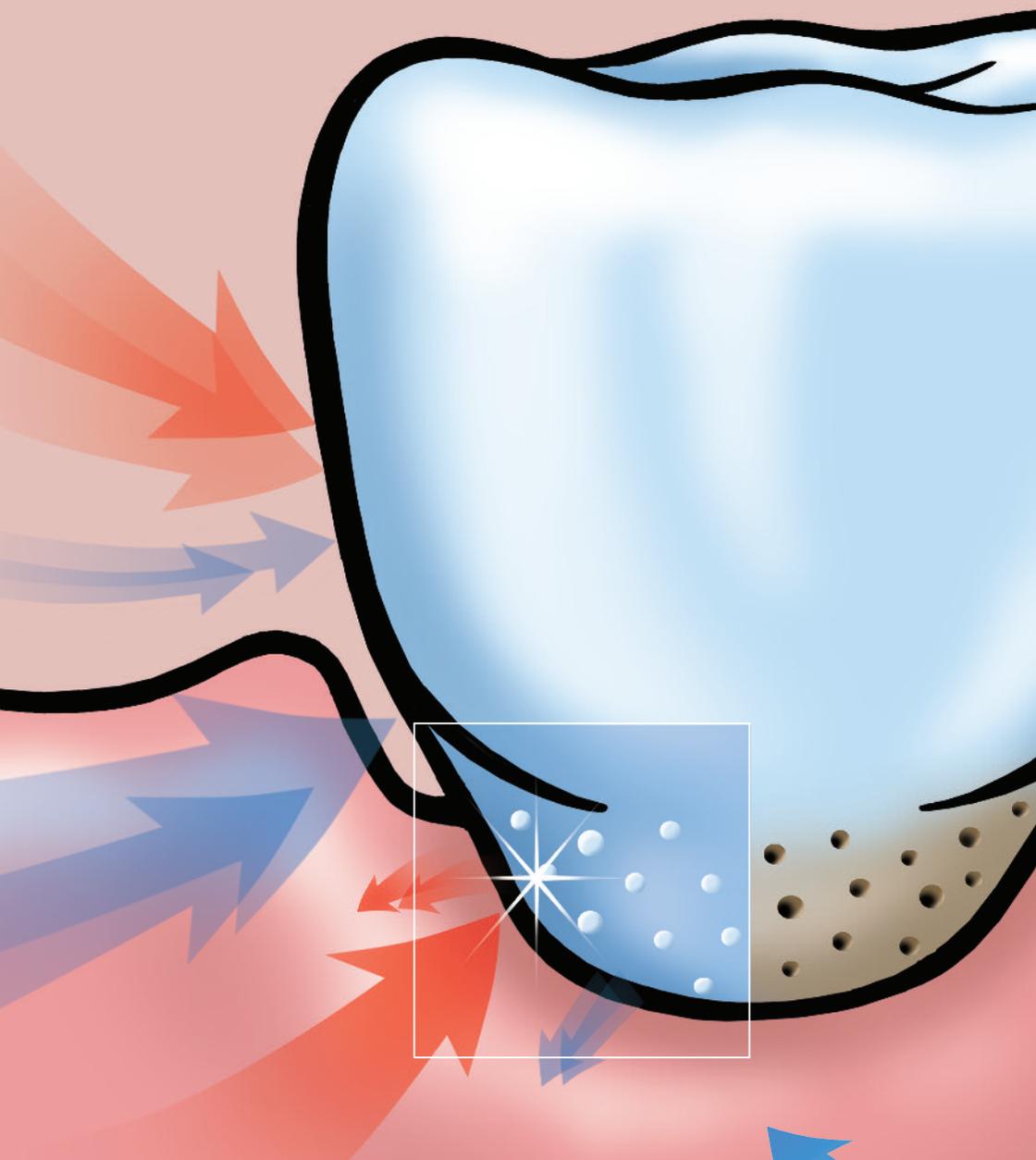


VivaSens[®]

Desensitizing Varnish



Multiple protection
for hypersensitive teeth

VivaSens®

A sensitive issue ...

Approximately 25% of all adults, suffer from sensitive teeth at some time in their life.

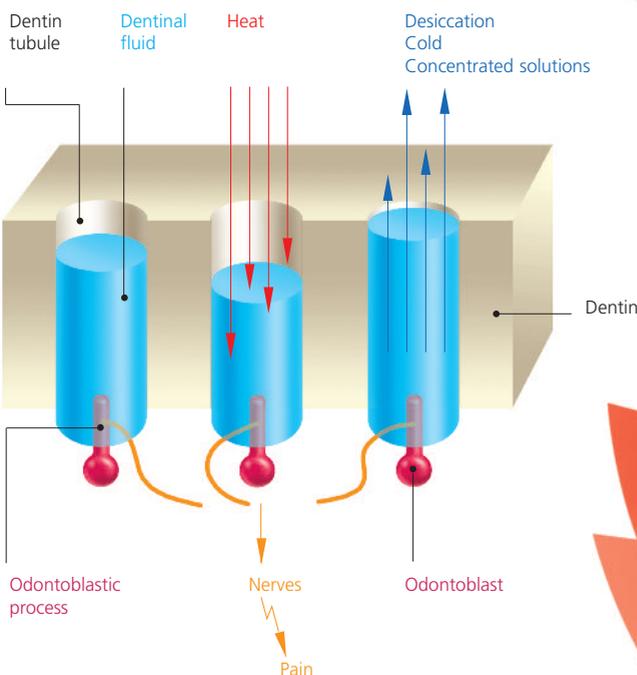
More and more people are able to keep their natural teeth well into old age. Many will however experience receding gums and exposed cervicals. Over enthusiastic tooth-cleaning and gingivitis in younger patients may also lead to painfully exposed dentin.

Brännström purports that the sensation of pain arises from the movement of the fluid within the dentin tubuli. When dentin is exposed, tubuli lay open to external stimuli, such as hot or cold liquids which causes the dentinal fluid to flow. This flow, stimulates the odontoblasts and nerve fibres leading to the pulp which patients perceive as pain.

Patients with sensitive cervicals ...

Exposed root surfaces can make life very uncomfortable for your patients, inhibiting their eating habits and hindering oral hygiene itself. Exposed cervicals can be particularly sensitive to tooth-brushing, creating a vicious circle whereby patients whose sensitivity may be due to poor oral hygiene in the first place, are reluctant or unable to improve the situation.

Diagram:
Hydrodynamic Theory
indicating movement
of the fluid within the
dentin tubuli
(Brännström et al. 1967)



VivaSens®

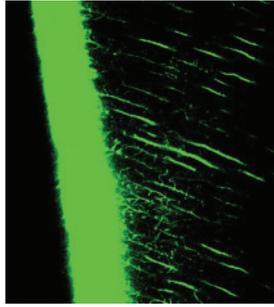
A sensitive product for a sensitive practice ...

Make your patient's life more comfortable with VivaSens®

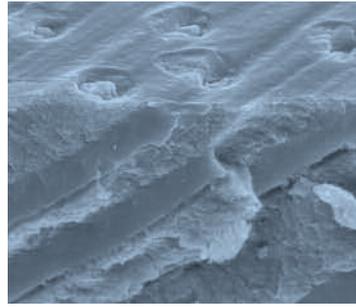
Conditioning/
Inner protection

Protein and Calcium
Precipitation

VivaSens is a film like varnish. The innovative formulation tightly blocks open dentin tubuli through a synergistic combination of mechanisms.



CLSM: Penetration

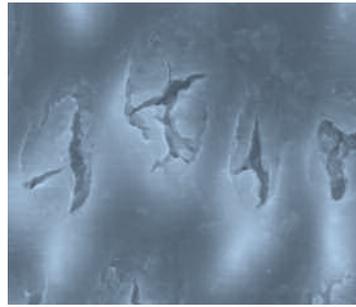


SEM Photo: Dentin tubuli x 3000

Mechanical Block

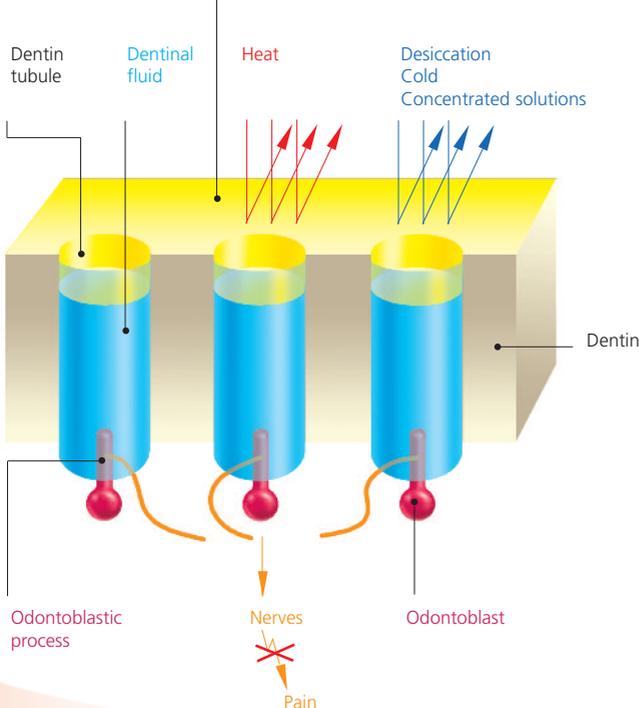
The film like varnish VivaSens provides a protective shield against external stimuli

The low pH value (2-3) facilitates the penetration and rapid transport of the active ingredients deep into the tubuli



SEM Photo: Dentin tubuli x 5000

VivaSens



Tight blocking of the tubuli due to the precipitation of calcium ions and proteins in the dentinal fluid

Potassium Fluoride

VivaSens contains potassium fluoride (K^+F^-) which comes into contact with the dentinal fluid.

VivaSens®

A sensitive problem – quickly solved

Quick to use

Application time – just 20 seconds

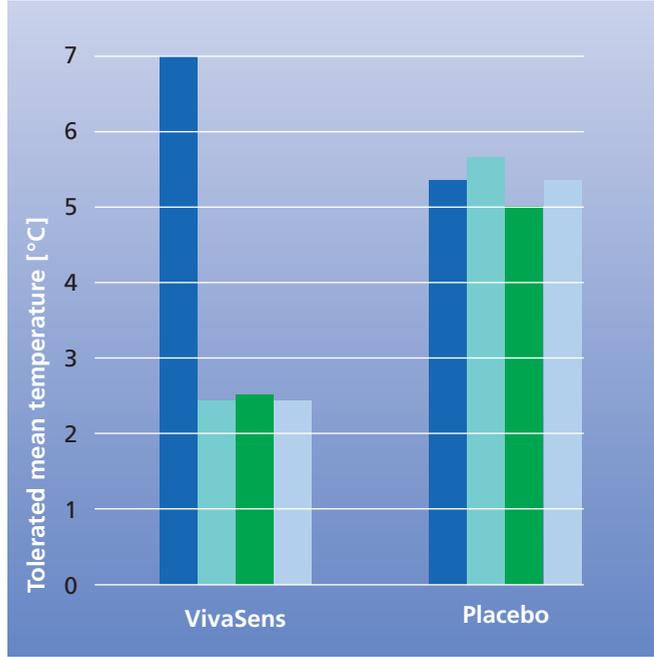


10 sec applying



10 sec drying

Quick to work



Legend: Before treatment (dark blue), Directly after treatment (teal), After 2 months (green), After 6 months (light blue)

Significant reduction in sensitivity to cold after the application of VivaSens; n = 25 (Duke et al. 2003)

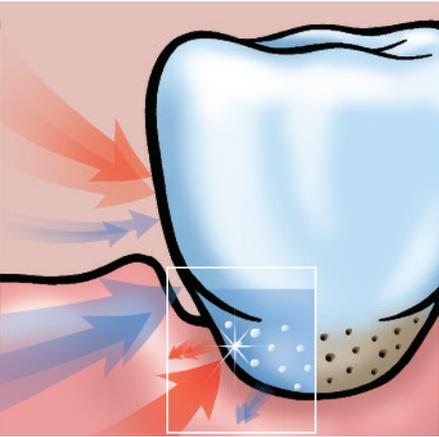
In a randomized double blind study of 50 patients with cervical hypersensitivity, 25 were treated with VivaSens and 25 with Placebo. In the VivaSens group, sensitivity to cold was greatly and significantly reduced directly after the application of VivaSens in all patients. Reduced sensitivity was maintained for six months.

VivaSens®

A sensitive solution for many sensitive patients ...

Quick relief for patients with hypersensitivity due to:

What patients want to know



- Gingival recession
- Bleaching
- Professional tooth-cleaning
- Scaling and root-planing
- Periodontitis
- Bruxism
- Erosion

- Quick and painless
- Gentle to gums
- New innovative formulation
- Protection with fluoride
- Pleasant minty taste

VivaSens may also be used preventively in patients with a tendency towards sensitive teeth.

Features
Free Stand® Single Dose



- Free standing
- No tipping over
- Special grip-surface
- Ready to use
- Pre-coated, pre-mounted applicator

VivaSens®

Desensitizer for exposed cervicals

Delivery Forms

Intro Pack Free Stand®

Single Dose

6 Single Dose units,
0.1g each
with pre-mounted
applicators

Assortment Free Stand®

Single Dose

22 Single dose units,
0.1g each
with pre-mounted
applicators

Assortment

1 bottle VivaSens, 4g
50 pre-coated
applicators
1 mixing block



Literature

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Duke E.S., Platt J.A., Moore K.B.:
Prospective placebo controlled
clinical trial of a dentin desensitizing
agent. 6 month report, June 2003,
Indiana University



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Printed in Austria
© Ivoclar Vivadent AG, Schaan
574451/0108/e/VVA

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