

## PRESS RELEASE

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### TEETHMATE™ DESENSITIZER The real solution for sensitive teeth

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With TEETHMATE™ DESENSITIZER, which will first be officially launched in September 2013, Kuraray Europe is introducing a new desensitizer; this new product will help millions of patients who suffer of sensitivity problems.

Until now, the dentist needs often more than one treatment method to deal with tooth sensitivity.

With TEETHMATE™ DESENSITIZER a revolutionary new natural material class has been born, which treats sensitive teeth effectively. And for the first time naturally.

Kuraray Noritake Dental Inc. designed TEETHMATE™ DESENSITIZER to create the human body's hardest mineral, hydroxyapatite (HAp). It is created exactly where you need it, closing dentinal tubules and enamel cracks. And because it is natural, it is also tissue-friendly.

TEETHMATE™ DESENSITIZER actually crystallizes HAp from the ground up, nicely sealing dentinal tubules and enamel cracks. The newly created HAp acts as if it were the patient's own.

The only thing the dentist needs to do is to apply it to one or more teeth.

And what about protecting the gingiva? Kuraray Noritake Dental HAp is tissue friendly, so dentist does not have to worry about that. All the dentists need to do is to mix the powder and liquid, rub it onto the tooth and rinse it with water. Patients will love the neutral taste and the invisible result. And most of all - the patients will enjoy their teeth again.

A questionnaire made by Kuraray Noritake Dental Inc. amongst 285 Japanese dentists showed great results: 92% of the interviewed were satisfied with the effectiveness of TEETHMATE™ DESENSITIZER.

Only TEETHMATE™ DESENSITIZER provides the real solution. Use it to close exposed or prepared dentin. Directly treat patients' teeth before and after bleaching. Or use TEETHMATE™ DESENSITIZER in combination with the favorite adhesive or cement.

Thanks to TEETHMATE™ DESENSITIZER, the sensitivity treatment is now **smart, invisible and durable**.

For more information, please call xxx or visit [www.kuraray-dental.eu](http://www.kuraray-dental.eu)