

The most common cause of sensitive teeth in adults is exposed tooth roots due to receding gums.*



What is tooth sensitivity?

Do your teeth hurt when you bite into something cold or hot, sweet or sour? When you touch your teeth with other teeth or with your tongue? Or maybe even when you breathe in really cold air? Then you might be suffering from tooth sensitivity.

Tooth sensitivity happens when the vulnerable underlayer of your teeth—the dentin—is exposed. This allows the little tubes that run from the dentin to the nerve in your tooth to carry these unpleasant sensations right to your tooth's pain center.

What causes it?

There are a lot of things that can cause your teeth to become overly sensitive. These include:

- brushing too hard or with a hard-bristled toothbrush
- receding gums that allow the root surface to be exposed
- excessive use of tooth care products like whiteners and abrasive toothpastes
- mouthwash or foods that have high acidity levels



Tooth sensitivity can make eating cold foods, like ice cream, painful



Receding gums can cause tooth sensitivity

How do I care for my sensitive teeth?

The key to preventing tooth sensitivity is to keep your teeth and gums healthy. Reducing the pressure you use to brush your teeth helps a lot, but it can be hard to break such an ingrained habit. Sonicare has extra-soft, nylon bristles and an extra-wide sweeping motion, and it's clinically proven to be gentle yet effective at removing bacteria and keeping your mouth clean and healthy, even if your teeth are sensitive.¹

^{*}webmd.com/colgate-dental-health-guide/tooth-sensitivit
¹Data on file, 2007.