For the last 50 years Sensodyne® has been at the forefront of scientific innovation into the aetiology, treatment and prevention of dentine hypersensitivity and tooth erosion to toothpaste. In January 2011, GlaxoSmithKline celebrated 50 years of Sensodyne® innovation by hosting a 50th anniversary symposium in Madrid in Spain. Experts in the field of patients and dental research discussed the past, present and most importantly the future of oral health, each presenting a perspective from their own field of specialization.

The principal speakers at the symposium included Prof. Francis Hughes, Prof. J.M. (‘bob’) ten Cate, Prof. David Bartlett and Prof. Martin Addy.

All speakers agreed that dentistry had come a long way in 50 years, however, good oral health for all is a challenge and can only be achieved by linking treatment to patient needs. ‘Research into genetic profiling holds many possibilities,’ Prof. Francis Hughes.

Oral health prevention, a relatively neglected area of global health, is now key and mission is needed by policy makers to prevent chronic diseases. “The effectiveness and contribution of fluoride toothpastes are undisputed, however in the future priorities should include ‘Better’ or ‘Stronger’ products that improve compliance, availability and affordability. Every one can learn to brush however a paradigm shift in prevention needs to occur, as caries prevention is very dependent on fluoride,” Prof. J.M. (‘bob’) ten Cate.

“In the future, there will be reduced government funding for dentistry practice and research, therefore, there is a need for industry and university collaboration with research focused on clinical needs and realistic outcomes. Innovation in toothpaste needs changes to formulation that actively protect enamel and dentine from acids,” Prof. David Bartlett.

include Objective Evaluation Criteria, better controls and evidence of stimulus response and therapeutic action. There is a need to be able to really magnify and visualise dentine either as a replica or in-situ.

The speakers all agreed that industry has a key role to play in the continuing research and development of preventative dental care.

Through collaboration with the dental health care professional and by researching patient’s needs, truly significant advances have been made. Sensodyne was first made available in 1961 by Block Drug. Since GlaxoSmithKline’s acquisition of the brand, it has rapidly grown globally and become the dentists’ sensitivity toothpaste of choice in many markets.

GlaxoSmithKline’s significant investment in Sensodyne measure for pain using FMRI (functional Magnetic Resonance Imaging) to map brain activity was presented by Dr Ashley Barlow, GSK Principal Clinical Scientist, in collaboration with the University of Zurich using a multi-discipline team including experts in medical, clinical, engineering, psychology, statistics and data management. Future GSK investment into pain measurement will bring advances into understanding dentine hypersensitivity and hence more targeted modes of treatment and prevention.

In early 2011, GlaxoSmithKline will be launching the world’s first daily fluoride toothpaste with Novamin, Sensodyne Repair & Protect, a development that clearly illustrates why Sensodyne has become synonymous with dentine hypersensitivity. Novamin, advanced calcium phosphate technology, employs dietary acid challenges.19,26,37 With regular use two times a day,19,26,37 it helps maintain lasting protection to deliver clinically proven relief from the pain of dentine hypersensitivity.15,26,28

GlaxoSmithKline are working with DENTESPLA, a global leader in professional dental products, to develop the new Sensodyne NJ/PRO Professional Range also utilising NovaMin® technology. The in-office Proply Paste is only the prophylactic product containing the unique patented ingredient, NovaMin®.

In-office Proply Paste is the only prophylactic product containing the unique patented ingredient, NovaMin®.

Dr Teresa Layer, Vice President Oral Healthcare R&D, is hugely excited about forging a relationship with DENTSPLY and work on taking the brand forward.

Sensodyne’s strengths lie in its dental and clinical heritage. GlaxoSmithKline acknowledges it covers a lot to all the people who have worked on Sensodyne in the last 50 years both internally and externally. “The next 50 years will be even more exciting for GSK Sensodyne with continued investment into leadership in oral care through science,” We are living in exponential times,” Teresa Layer.

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