

**Philips Sonicare Fluoridex
Daily Defense toothpaste**

Maximum prescription-strength fluoride is ideal if you are at moderate to high risk of cavities.

**Philips Sonicare Fluoridex
Sensitivity Relief toothpaste**

Combines maximum-strength fluoride to enhance remineralization with 5% potassium nitrate for sensitivity relief.

**Philips Sonicare Fluoridex
Sensitivity Relief SLS-Free toothpaste**

Maximum fluoride protection with 5% potassium nitrate and no SLS, a foaming agent that can irritate sensitive skin.

**Philips Sonicare Fluoridex
Enhanced Whitening toothpaste**

First prescription-strength fluoride toothpaste enhanced to provide the additional benefit of whitening to keep your teeth healthy and beautiful.

**Philips Sonicare Fluoridex
Daily Renewal oral rinse**

Prescription-strength fluoride rinse helps prevent cavities, remineralize teeth and treat sensitivity.



Ask your dental professional about adding Philips Sonicare Fluoridex to your oral care routine

[www.sonicare.com](http://www sonicare.com)

© 2014 Koninklijke Philips N.V. All rights reserved. Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. (Royal Philips) or their respective owners.



*National Health and Nutrition Examination Survey, 2009.

www.philips.com

7504856 111414

**PHILIPS
sonicare**

Fluoridex

Prescribed by your dentist.
Preferred by you.

Philips Sonicare Fluoridex toothpaste

Professional-strength formulas you need, with tastes and textures you'll prefer

We recognize that when it comes to your oral care routine, taste matters. Nearly **twice as many patients** preferred Philips Sonicare Fluoridex to Clinpro in a customer survey of oral hygiene products.

Maintaining your oral health starts with Philips Sonicare oral hygiene products

The importance of fluoride protection

- Statistics show that 92 percent of adults ages 20–64 have cavities in their permanent teeth, 23% of which go untreated.*
- Philips offers a complete line of the most preferred, prescription-strength fluoride to help you maintain the healthiest oral hygiene.
- Fluoride inhibits demineralization and bacterial activity, which prevents and controls cavities.
- Philips Sonicare Fluoridex toothpastes provide 4x the fluoride of non-prescription, over-the-counter toothpastes for superior defense against cavities and greater enamel resistance.

Both effective and enjoyable

- The only way a fluoride toothpaste can be effective is by using it consistently.
- Philips Sonicare Fluoridex offers the same look, taste and feel of the most popular brand-name toothpastes — so it's simple to make the switch.
- From comprehensive relief for sensitivity to enhanced whitening, Fluoridex comes in a range of formulas. Ask your dentist which is right for you.

Fluoridex + FlexCare Platinum

- For best results when using a Fluoridex toothpaste, brush your teeth with Philips Sonicare FlexCare Platinum.
- The sonic mechanism of FlexCare Platinum increases the delivery of fluoride to hard-to-reach areas and provides superior plaque removal.

