

# ENJOY ICE COLD

LIFE'S TOO SHORT  
FOR MELTED *ICE KACANG*

Based on a market research,

**6** out of **10**  
respondents from  
Singapore are  
suffering from  
tooth sensitivity.<sup>1</sup>

## WHAT IS TOOTH SENSITIVITY?<sup>2</sup>

Short, sharp sensation that can be triggered by



Hot or cold beverages



Sweet food



Sour food

## TIPS TO MANAGE TOOTH SENSITIVITY?



## LIFE'S TOO SHORT FOR SENSITIVITY

**References:**  
1. Figures are based on an IPSOS research commissioned by GSK. 4,500 people over the age of 18 were surveyed from five European countries (France, Germany, Great Britain, Spain and Russia) and four South-East Asian countries (Indonesia, the Philippines, Singapore and Thailand).  
2. West NX et al. *Clinical oral investigations* (2013) 17 (Suppl 1):S9–S19.

