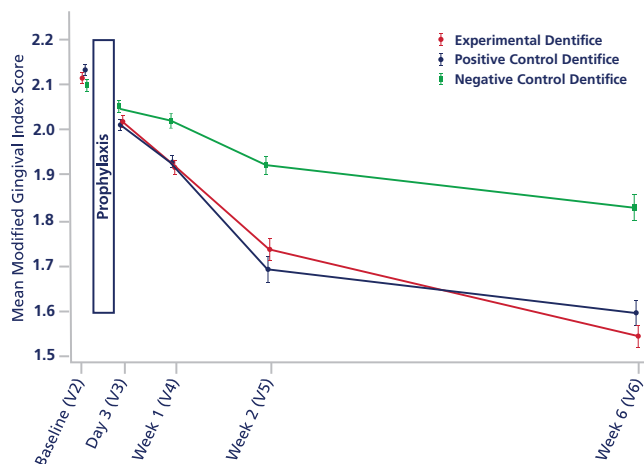


NEW

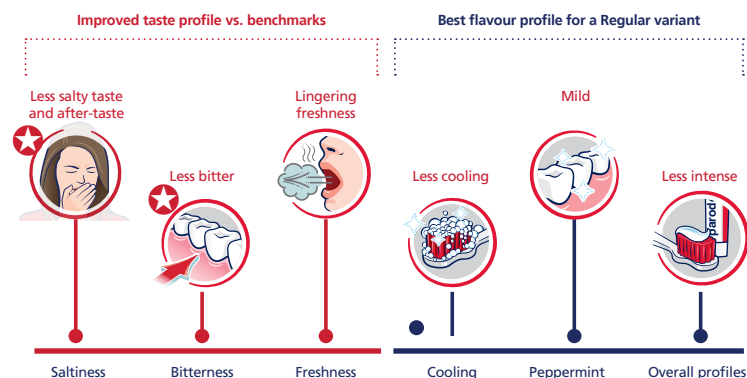
parodontax ACTIVE GUM REPAIR

Actively helps repair bleeding, swollen & inflamed gums from just 1 week^{1*}

Mean Modified Gingival Index Score at Day 3, Weeks 1, 2, and 6 (mITT Population)



Proven both during and after use to have an improved taste profile^{†2}



**FLAVOUR
ENHANCING
TECHNOLOGY**

With flavour enhancing technology
Reduction in measures of saltiness and bitterness during and after brushing²

¹Helps gum to repair. Greater improvement in gum health after 1 week vs. a regular toothpaste.

[†]Compared to other parodontax 67% sodium bicarbonate formulations.

1. Haleon Data on File, study number T208175 2. Haleon Data on File, 2022, CH-RD-05912.

Direction for use:
Always follow the label directions prior to use. Brush twice a day and not more than three times, minimize swallowing and spit out. Close cap after each use to protect contents from moisture.

Warnings and Precautions:
Keep out of reach of children. Not for use by children under 12 years of age, unless on the advice of a dental professional or doctor. Sensitive teeth may indicate an underlying problem that needs prompt care. If symptoms persist or worsen, see your dentist. If irritation occurs, discontinue use. The ends of this carton have been glued down. Do not use if carton ends are open.

For Healthcare professionals only Always read label before use. If you wish to report any adverse event, product quality complaint, or Medical enquiry, please contact us at mystory_ae@haleon.com or +973 16500 404. Item code : PM-BH-PAD-24-00008 prepared on April 24

With **parodontax**, help stop the progression of gingivitis to periodontitis



Gingivitis is an initial stage of periodontal disease and results from plaque accumulation



Even with the best dental advice, your patients may struggle to control plaque, particularly in hard to reach areas

For continued daily use – prevention and management



parodontax toothpaste with 67% sodium bicarbonate

- Removes 4x more plaque*
- ~2.5 times fewer bleeding sites vs. non-sodium bicarbonate pastes
- Actively helps repair bleeding, swollen and inflamed gums from just 1 week**

Sodium bicarbonate + sodium fluoride

parodontax Active Gum Health daily mouthwash with IPMP + zinc

- Scientifically proven to keep gums healthier[†]
- Delivers antibacterial ingredient IPMP + zinc along the gum line & to hard to reach areas

IPMP + zinc

Recommend the parodontax range to help



Your advice and oral hygiene recommendations can help patients to maintain effective plaque control between dental visits



Act early to manage signs of gingivitis

For intensive treatment



parodontax toothbrushes

- Effective cleaning in hard to reach areas
- Protects gums, gentle on enamel

Corsodyl 0.2% mouthwash with chlorhexidine digluconate

- Chlorhexidine is widely regarded as a gold standard antimicrobial
- Kills the main cause of gum problems in just 30 seconds^{††}

0.2% chlorhexidine digluconate

enhance your patients' daily brushing

*vs. regular non sodium bicarbonate toothpaste, with twice daily brushing[†]
vs. brushing alone **greater improvement in gum health after 1 week compared to a regular toothpaste

^{††} Plaque bacteria in laboratory studies.

[†]For Healthcare professionals only[†] Always read label before use. If you wish to report any adverse event, product quality complaint, or Medical enquiry please contact us at mystory.ae@haleon.com or +973 16500 404. Item code: PM-BH-PAD-24-00008 prepared on April 24