

# Football Tough Guy Shows His Sensitive Side

(NAPSA)—Legendary Green Bay Packers quarterback Brett Favre is helping kick off a Pan-American program aimed at easing the suffering for the one out of four adults with sensitive teeth—the sharp pain often associated with eating hot or cold foods or drinks.

Armed with the key to ice-cold indulgence and piping-hot pleasure, Favre is teaming up with the number-one dentist- and hygienist-recommended toothpaste for patients with sensitive teeth, to launch a national education campaign to help inform Americans about the causes of and treatment for the painful condition.

## A Coast-to-Coast Cruise

The Sensodyne “Food Fear Challenge” will travel coast to coast showing Americans they don’t have to be afraid of eating the foods they love. The tour will challenge people to eat foods known for causing sensitive-teeth sufferers pain—with ice-cream eating and ice-cold-lemonade-chugging contests. For anyone who experiences discomfort, a team of dental experts will be on hand to offer advice and explain that simply brushing with Sensodyne twice a day, every day, can help block sensitive teeth pain and help keep it from coming back.

Sensitive teeth pain occurs when exposed sensory nerves—located inside microscopic tubules found in dentin, the layer of the tooth under the enamel—react to various stimuli. The condition is caused as gum tissue recedes or when enamel is worn away, often



## Quarterback Brett Favre super-vises an ice cream eating contest in New York City.

by aggressive toothbrushing. So when stimuli such as hot or cold foods and beverages reach exposed dentin, they cause the fluid in the dentinal tubules to move, resulting in sensitive teeth pain.

## Smiles For Success

While the program travels the country helping Americans smile again about eating the foods they love, the toothpaste manufacturer and Brett Favre will also help raise money to provide dental care for women who are in the transition from welfare to work and who otherwise couldn’t afford it. In addition to an initial \$25,000 donation, the company will donate one dollar for every mile traveled to Smiles For Success Foundation, a nonprofit organization that helps put smiles back on the faces of women across the country by offering free dental care for women looking to re-enter the workforce. Furthermore, for every touchdown Brett Favre throws in the 2005-2006 season, Sensodyne will make an additional donation of \$500.

To learn more, visit [www.sensodyne.com](http://www.sensodyne.com).