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Sensodyne announces toothpaste 'Product of the Year 2013' win

By Staff Writer in Product News 24th January 2013

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GlaxoSmithKline Consumer Healthcare is proud to announce that Sensodyne Repair & Protect Whitening and Extra Fresh from Sensodyne, the leading sensitive toothpaste brand, have been awarded Product of The Year for 2013. Product of the Year is the world's largest independent consumer voted award for product innovation.

The Sensodyne Repair & Protect toothpaste range is expected to reap the benefits as a category winner of Product of the Year; the logo will be incorporated within the brand's latest marketing campaign which launches in March.

Sensodyne Repair & Protect, which incorporates unique technology to repair and protect from sensitivity, was introduced to the market in 2011 when an opportunity was identified to launch an everyday fluoride toothpaste that can actually repair sensitive teeth. Sensodyne Repair & Protect combines the benefits of an everyday fluoride toothpaste with advanced NovaMin technology to continuously repair, strengthen and protect teeth from sensitivity with twice daily brushing.

Since its launch, Sensodyne Repair & Protect has attracted almost 2.3m households and is worth £15.7m of the UK sensitive toothpaste market. It has already achieved a 4% share of the total toothpaste market and became the No.1 selling toothpaste in the first 16 weeks of sales after its launch in 2011.

Building on the phenomenal success, the makers of Sensodyne Repair & Protect, introduced two new toothpastes in 2012: Sensodyne Repair & Protect Extra Fresh and Sensodyne Repair & Protect Whitening to the range aimed at 25-44 year old consumers. By extending the Repair & Protect platform, these new variants are set to add value to the sector whilst the original Sensodyne Repair & Protect product continues to attract shoppers. Sensodyne has also added three new toothbrushes to its portfolio; Sensodyne Precision Medium; Sensodyne Precision Soft; and Sensodyne Daily Care.

"To win Product of the Year for a Sensodyne product for the second year running is such a fantastic accolade. The award is a powerful consumer endorsement proven to increase product trial, awareness, distribution and sales" says Elaine Mc Cague, senior brand manager for Sensodyne.

"The formulation of Sensodyne Repair & Protect marked a new era for innovation and technological advances for Sensodyne. It is the crown-jewel of the Sensodyne portfolio, combining consumer insight with unique and ground-breaking scientific innovation. We encourage retailers to stock up on Sensodyne products and capitalise on the opportunities for sales growth in 2013."

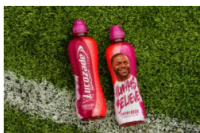
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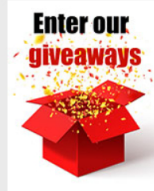
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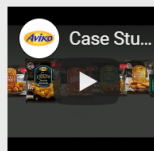
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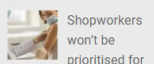


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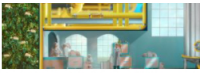
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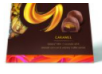
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