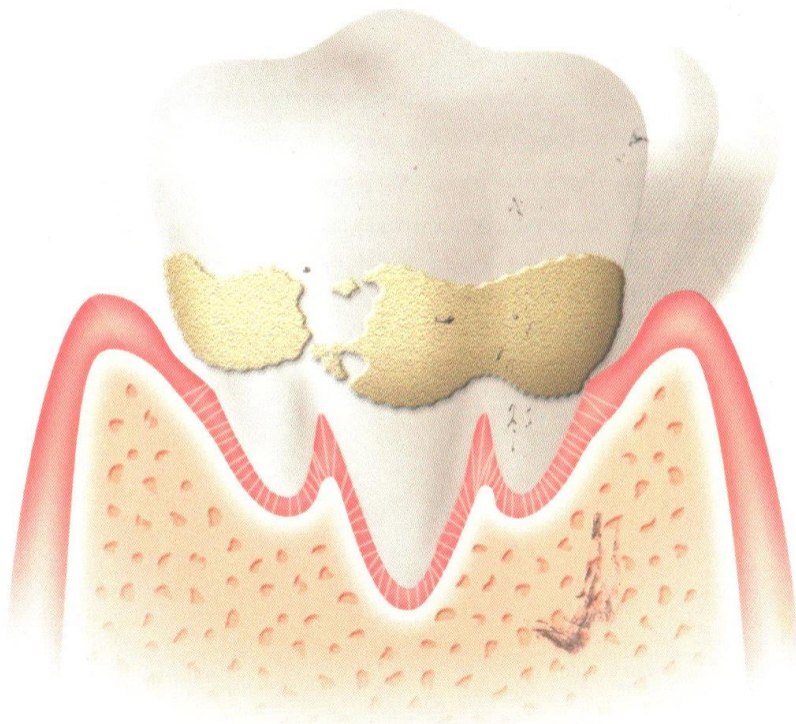


Healthy Gums



Protecting and
maintaining healthy gums

Colgate[®]

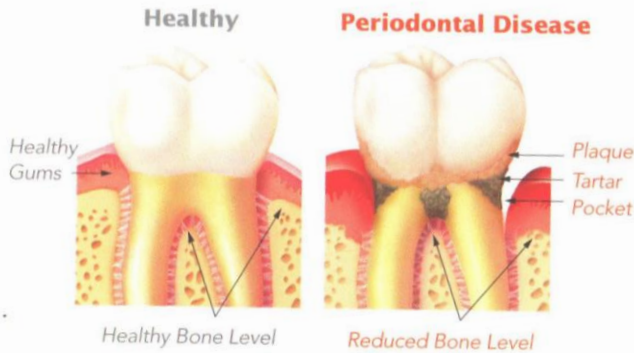
YOUR PARTNER IN ORAL HEALTH

What is periodontal disease?

Periodontal disease or gum disease is a chronic bacterial infection that affects the gums and bone that supports and holds the teeth. Periodontal disease can affect one tooth or many teeth.

How is it caused?

Periodontal disease is caused by the bacteria in plaque (the sticky, colorless film that constantly forms on teeth). If not removed through daily brushing and flossing, plaque can build-up (and harden to form tartar) and the bacteria may infect not only the gums but also the gum tissue and bone that support the teeth. As this process continues, the teeth become loose. Pockets form between the teeth and gums, allowing more bacteria to accumulate.



Who is at risk?

Gum disease can affect any age group, including children. However, it most often affects adults. Some factors increase the risk:

- Tobacco smoking or chewing
- Diseases such as diabetes
- Crooked teeth
- Tooth fillings that have become defective
- Pregnancy or use of oral contraceptives

What are the signs of periodontal disease?

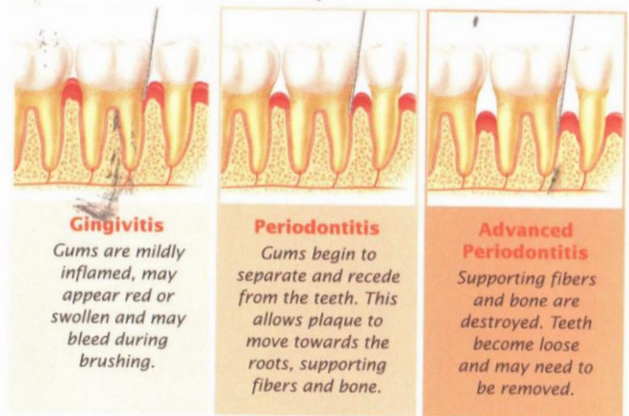
Periodontal disease may initially occur without many visible symptoms. Therefore, regular dental examinations are critical for early diagnosis.

Common symptoms include:

- Red, swollen, tender gums
- Gums that bleed while brushing
- Gums that have pulled away from the teeth
- Persistent bad breath or bad taste
- Pus between the teeth and gums
- Spaces appearing between the teeth
- Loose teeth

What are the stages of periodontal disease?

Gingivitis is the earliest stage, a milder and reversible form of periodontal disease that only affects the gums. Left untreated, gingivitis may progress to a more severe form of gum disease called periodontitis.

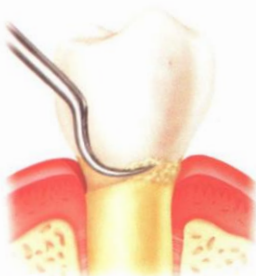


How is periodontal disease treated?

Early stage disease can be treated before it becomes serious by scheduling regular check-ups with the dentist.

- Early stages of gum disease can often be reversed with proper brushing and flossing.
- Good oral health will prevent the plaque from building up.
- Professional cleaning by dentist is the only way to remove plaque that has built up and hardened into tartar.

- If the condition is severe, a root planing procedure may be performed. Root planing helps to smooth irregularities on the roots of the teeth, making it more difficult for plaque to deposit there.
- If your condition is more advanced, further treatment in the dental clinic will be required.



Professional cleaning: Plaque and tartar are removed from the crown and root of the tooth.

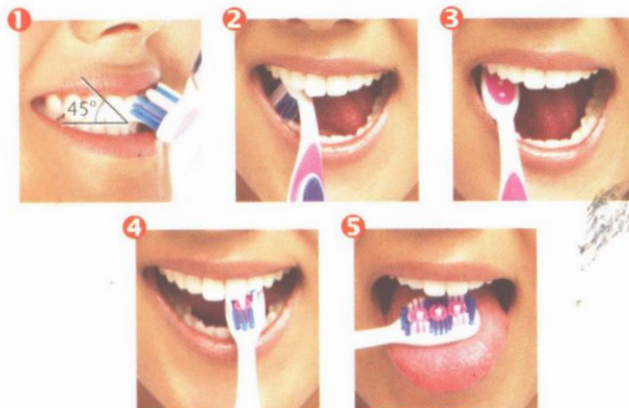
What you can do to keep gums healthy?

Gum problems can be prevented by adopting a thorough oral care routine. Here are some useful tips:

- Brush twice a day with toothpaste providing round-the-clock protection. **Colgate** toothpaste is the brand most often recommended by dentists, among which **Colgate Total** may provide the following benefits:
 - ✓ It provides complete 12-hour antibacterial protection
 - ✓ It helps prevent plaque and gum problems
 - ✓ Fights tartar build-up, bad breath and helps prevent cavities
- Rinse thoroughly, twice daily, for 30 seconds after brushing with an antibacterial rinse like **Colgate PerioGard**
 - ✓ Effectively reduces dental plaque
 - ✓ It helps fight gingivitis
 - ✓ Relieves the discomfort of mouth ulcers
 - ✓ Has a fresh mint taste
- Clean between teeth daily with floss. It promotes healthy gums by preventing gingivitis.
- Avoid smoking and using tobacco.
- Eat a balanced diet.
- Visit your dentist regularly.



What is the right way to brush?



1. Place the toothbrush at a 45-degree angle towards the gumline. Use gentle, short strokes, moving the brush back and forth against the teeth and gums.
2. Brush inside surface of each tooth in a similar way.
3. Brush chewing surface of each tooth.
4. Use tip of brush to brush behind each front tooth, both top and bottom.
5. For a fresher breath, don't forget to brush your tongue!

What is the right way to floss?



1. Take about 18 inches of floss and loosely wrap most of it around each middle finger (wrapping more around one finger than the other) leaving 2 inches of floss in-between.
2. With the thumbs and index fingers holding the floss, gently slide it down between your teeth, while being careful not to snap it down on the gums.
3. Curve the floss around each tooth in a "C" shape and gently move it up and down the sides of each tooth, including under the gumline. Unroll a new section of floss while moving from tooth to tooth.