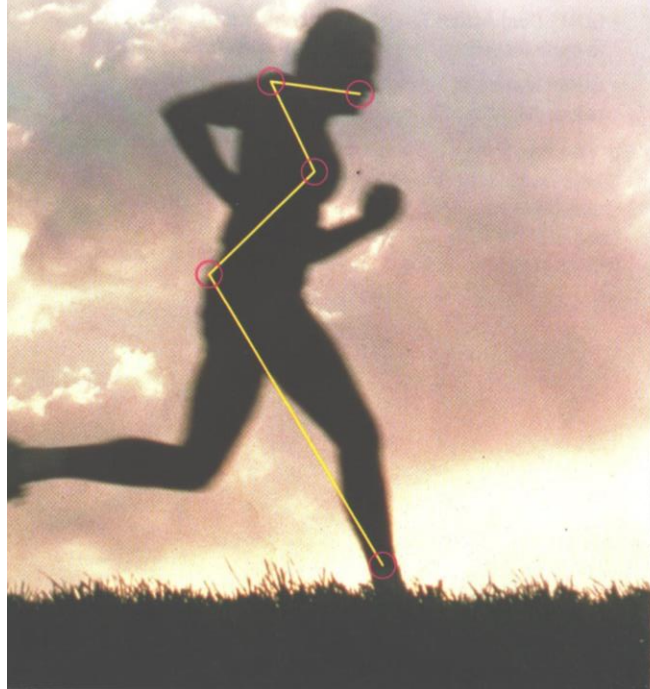


## Good Oral Health Can Lead To Improved Total Health

Gum disease – both gingivitis (an early stage involving the gums) and periodontitis (an advanced stage causing damage to both the gums and bone in the mouth) – is caused by bacteria that proliferate in the mouth. In people with severe gum disease, those bacteria may enter the bloodstream and cause problems elsewhere in the body.<sup>1</sup>

Many studies are suggesting potential links between severe gum disease and serious illnesses such as heart disease, stroke, diabetes complications, and even adverse pregnancy outcomes such as preterm low birth weight infants. Sunstar Butler is a leader in helping communicate this information to thousands of dental professionals worldwide.



## Know How To Achieve And Maintain Your Good Oral Health

The best part is - good oral care is easy as...



Use this brochure to keep on a good oral health track. And if you need more information, ask your dental professional, or visit [www.sunstarbutler.com](http://www.sunstarbutler.com).

## Who We Are

For over 80 years, Sunstar Butler has been at the forefront of commitment in producing quality oral care products.

As part of our commitment, we are constantly pursuing new ways to help increase awareness about the importance of good oral health.

# SUNSTAR BUTLER

1. Courtesy American Academy of Periodontology website, "Mouth Body Connection." August 4, 2005, <http://www.perio.opp>

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# G·U·M<sup>®</sup>

**HEALTHY GUMS. HEALTHY LIFE.<sup>™</sup>**



## 3 Steps To Healthier Teeth And Gums





HEALTHY GUMS. HEALTHY LIFE.™

# 3 Steps for Optimal Gum Health

STEP 1  
BRUSH™

## Brush Away The Years

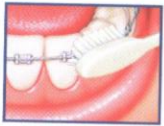
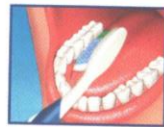
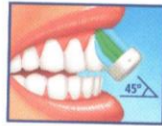
To help keep your teeth and gums free from plaque, it is important to brush twice a day. Position bristles at a 45° angle to the gumline, using a soft bristled toothbrush with **Dome Trim®** bristles arranged so that the center bristles are higher. This allows for below-the-gumline cleaning.

Using a small, circular motion, brush the inner and outer surfaces of your teeth and gum. But be gentle. Overzealous brushing can do more harm than good.

If you have braces, **GUM® Orthodontic** brushes clean both the tooth and orthodontic bracket. Use short back and forth motions to clean. Also, brush gumline and biting surfaces.



Dome Trim®



STEP 2  
FLOSS™

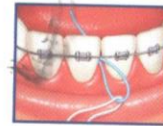
## Floss For your Health

Flossing daily is critical to maintaining a healthy mouth. Brushing alone will remove only about 50% of the bacterial plaque in your mouth. You must floss to remove food particles and plaque from between teeth and under the gumline. Use about 18 inches of floss and begin with the upper back teeth and work your way forward. Then move to the lower teeth and do the same. Floss each tooth with a new section of floss. Floss thoroughly between every tooth.

To make flossing even easier, use a one handed flossing device with material that slides easily between teeth without shredding, like **GUM® Flosbrush®** or **Eez-Thru® Flossers**.

Carefully work floss between your teeth and gumline. Your gums may bleed a little at first, especially if you haven't flossed in a long time. However, contact your dentist if bleeding persists or is accompanied by pain or swelling.

If you have braces or other appliances, thread an 18" piece of floss through the **GUM® Floss Threader**. Insert the threader between the teeth, under the archwire. Slide floss up and down against the tooth and under the gumline.



STEP 3  
CUSTOM CARE™

## Get Custom Care For Your Special Needs

For optimal gum health, brush, floss, schedule regular dental visits and consult your dental professional to customize your oral care routine.

Custom care products might include:

- **GUM® Proxabrush®** Interdental brushes for people with wider spaces to clean between their teeth.
- **GUM® Stimulator** to increase circulation in your gums.
- **GUM® Go-Betweens® Angle Cleaners** for people with healthier gums and for those who have trouble flossing.
- **GUM® Dual Action Tongue Cleaner** reduces bacteria known to cause tooth decay, gingivitis, periodontitis and bad breath.
- **GUM® Maximum Strength Sensitive toothpaste** helps reduce painful sensitivity.

Use the **Proxabrush® Interdental System** to clean between teeth and archwire or in larger spaces between teeth. Select the proper size brush to fit the space, gently insert, and clean with an in-and-out motion.

