

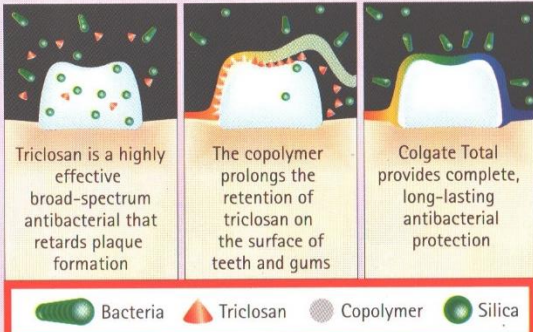
C

olgate Total, The Toothpaste Proven To Protect Against Bacteria Below The Gumline.

Colgate Total is the toothpaste that is proven to protect above and below the gumline against the bacteria that cause gum problems.

It contains a Copolymer that literally locks its antibacterial agent on your teeth and gums, creating a protective shield that fights bacteria for at least 12 hours after brushing.

TRICLOSAN + COPOLYMER = COLGATE TOTAL



*Clinically proven 12-hour protection
against plaque and gum problems*

H

elping Your Smile To Last A Lifetime

Plaque is essentially made up of bacteria. By using anti-bacteria products, you can help control plaque formation.

- ✓ Visit your dentist to make sure your teeth and gums stay strong and healthy.
- ✓ Brush twice a day and floss thoroughly every day.
- ✓ Use a soft toothbrush and a proven antibacterial fluoride toothpaste such as Colgate Total.
- ✓ Change your toothbrush regularly.
- ✓ Eat a nutritious diet from a wide variety of food.
- ✓ Avoid frequent snacks that contain sugar.

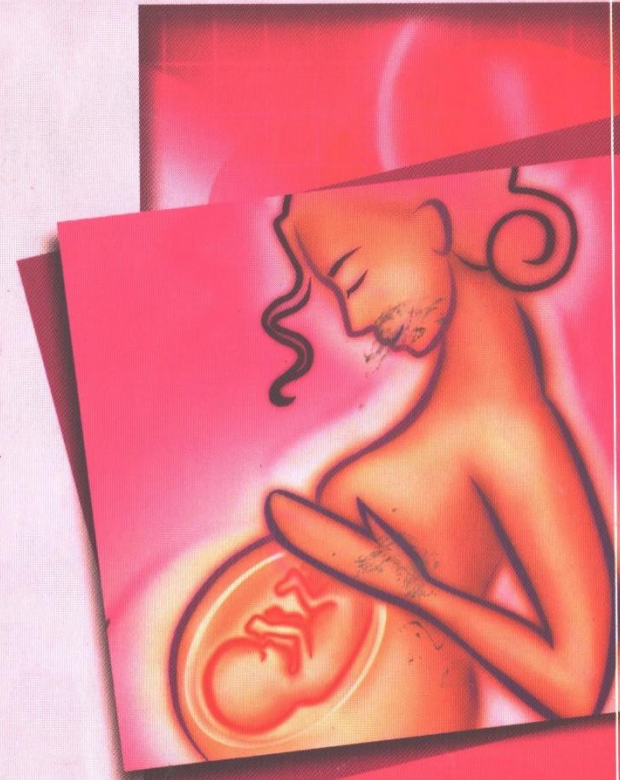
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log on to www.colgatetotal.com



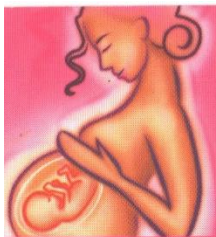
HEALTHY MOUTH, HEALTHY BODY
PREGNANCY



PREGNANCY

Pregnancy is a special time to take extra care of your teeth and gums. During pregnancy your hormonal balance is altered and your gums become more susceptible to problems.





Pregnancy

Common Symptoms

"Morning Sickness" (nausea and vomiting) may be experienced during the first term of your pregnancy.

The stomach contents are acidic and may dissolve some of the tooth enamel. To avoid tooth damage after vomiting or gastric reflux don't brush your teeth if you have just vomited. Instead wipe a smear of fluoride toothpaste over the teeth and rinse with water.

Cravings. You May Experience Cravings For Certain Foods.

Frequent snacks and drinks, especially sweet ones, can lead to dental caries (decay). Choose a wide variety of snacks which are low in sugar, fat and salt and high in fibre. Drinks such as milk and water are recommended.

Your Gums May Be Easily Irritated By Dental Plaque.

When you become pregnant, the hormones in your body change. These hormones cause your gums to become inflamed, and bleed. Clean your teeth and gums by brushing and flossing each day to reduce the irritation and keep the gums healthy.

During your pregnancy, ask your dental professional to check the condition of your gums and advise you further on how to care for them.

Dental And Medical Visits

If you are pregnant or suspect that you are, it is important to tell your doctor or dental professional when you visit.

Practitioners are careful in prescribing medicines to pregnant women and only advise those which are really needed. Certain medicines such as the tetracycline antibiotics can affect your baby's developing teeth. If possible, dental x-rays should be avoided during pregnancy. However, if your dental professional considers it essential for you to have an x-ray, special care and protection should be taken.

Old Wives' Tale

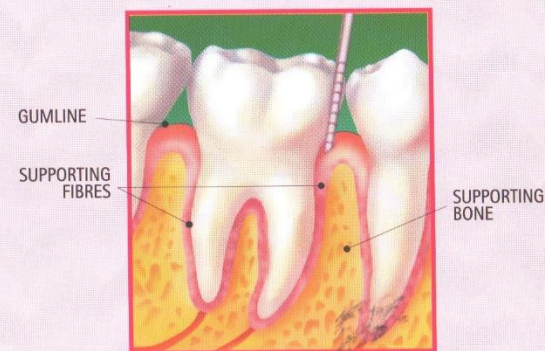
There is no truth in the old wives' tale that says a tooth is lost for every pregnancy. Good oral hygiene procedures will ensure that you have healthy teeth and gums during pregnancy.

Maintaining Good Gum Health

The signs of gum disease:

- Gums that bleed or are red, swollen and tender.
- Gums that have pulled away from the teeth.
- Pus that appears between the teeth and gums.
- Teeth that are loose or have changed position.
- Bad breath or bad taste in the mouth.

The Stages Of Gum Problems



HEALTHY GUMS

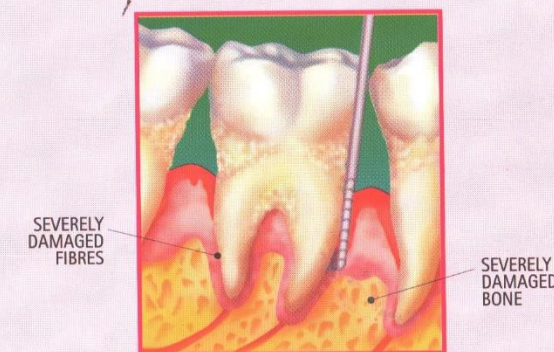
Healthy gums are firm and don't bleed. They fit snugly around the teeth.

GINGIVITIS

Gums are mildly inflamed, may appear red or swollen and may bleed during brushing.

PERIODONTITIS

Gums begin to separate and recede from the teeth. This allows plaque to move towards the roots, supporting fibres and bone.



ADVANCED PERIODONTITIS

Supporting fibres and bone are destroyed. Teeth become loose and may need to be removed.