

Colgate®

# Maintaining your whole mouth health



## What you should know and what you can do

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### Whole mouth health starts with healthy teeth and gums

- Healthy teeth can last a lifetime
- Healthy gums are an essential part of the supporting structures that keep your teeth in place. When healthy, your gums are firm and don't bleed
- Healthy gums fit snugly around your teeth and form a seal to prevent bacteria accumulating under the gum line

#### Healthy

Tooth crown – hard resistant enamel surface

Gum margin

Tooth root

Supporting bone

Ligaments anchor the tooth to the bone

#### Gum disease

Dental plaque accumulates

Gums become red, swollen and inflamed

Plaque & tartar  
Plaque is a film of bacteria that forms on teeth and can cause tooth decay and gum disease. When plaque is not removed, it can harden into tartar, which can only be removed by your dentist or hygienist.

### Preventing gum disease

- The mouth contains millions of bacteria that stick to the surface of your teeth and quickly multiply to form plaque
- Effective daily dental plaque removal can prevent and reverse the early stages of gum disease, also called gingivitis
- Effective daily plaque removal also helps prevent further damage to underlying structures that support your teeth

### Maintaining whole mouth health for healthy gums and teeth

Together with your dental professional you can help maintain whole mouth health with an effective oral health regime.

The following tips will help you maximise the effectiveness of your toothbrushing:\*

- Both gum disease and tooth decay can be prevented by regular toothbrushing with fluoride toothpaste
- Some toothpastes also contain ingredients which reduce the onset and development of gum diseases
- Brush your teeth twice a day – last thing at night and on one other occasion
- Your existing method of toothbrushing may need to be modified by your dental professional, emphasising the need to systemically clean all tooth surfaces



\* Delivering better oral health-an evidence-based toolkit for prevention, Public Health England, June 2014.

### What else can you do to maintain whole mouth health?

In addition to your twice daily toothbrushing routine, your dental professional may recommend using dental floss and mouthrinse.

- **Dental floss** removes plaque from between teeth where it is hard to reach with your toothbrush. Your dental professional can advise on how to best use dental floss



- **Mouthrinses** can provide extra protection against plaque, bacteria and tooth decay. To maximise the effect of mouthrinse use at a different time to toothbrushing to avoid washing the fluoride away from the toothpaste



For more information, please ask your dental professional for tailored advice

### Colgate® products for whole mouth protection

- **Colgate Total® Toothpaste**  
Colgate Total® toothpaste pro-actively fights bacteria on teeth, cheeks, gums and tongue for up to 12 hours\* for Whole Mouth Health.
- **Colgate Total® Mouthrinse**  
Helps to reduce plaque and prevent dental decay
- **Colgate® 360 Toothbrush**  
Uniquely designed features that clean your teeth, tongue, cheeks and gums – removing even more of those nasty germs
- **Colgate Total® Pro-Gum Health Interdental Floss**  
Slides easily without shredding for effective daily interdental plaque removal



Ask your dental professional about the importance of whole mouth protection

\* after 4 weeks of continued use.