

## What you should know and what you can do

www.colgate.co.uk www.colgate.ie

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

• Healthy teeth can last a lifetime

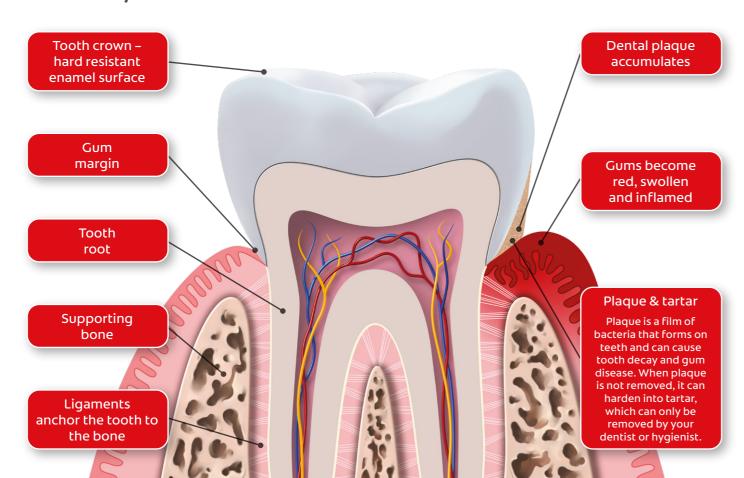
Healthy

- 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

#### 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

#### Gum disease



# 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 more¹ 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.