

## WHAT IS GINGIVITIS?

Did you know...75% of Americans will experience gum disease at some point in their life? Gingivitis is an early stage of gum disease can be easily managed, prevented and treated.

### What is Gingivitis?

Gingivitis occurs when plaque, which contains bacteria, builds up on teeth and produces toxins that irritate the gums. Signs of gingivitis include bleeding, puffy, sore, inflamed or red gums. Managing gingivitis is important so that it doesn't progress into a more serious form of gum disease.

Thorough daily plaque removal is your best weapon against gingivitis. Other factors that might increase your risk of gingivitis include smoking, stress, hormonal changes, poor nutrition, medications and chronic diseases.



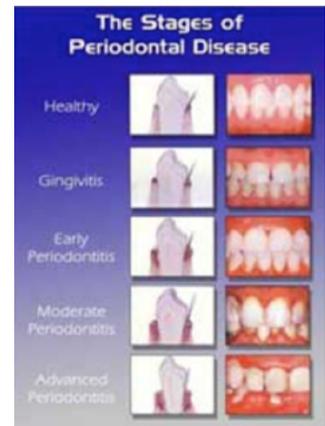
### Treatment and Prevention of Gingivitis

Here are some important ways to help manage gingivitis, and remember, it's all about keeping your teeth as free from plaque as possible:

1. Brush thoroughly twice a day with an antigingivitis toothpaste
2. Rinse thoroughly with an antigingivitis mouthwash
3. Use a soft bristled manual or powered toothbrush,
4. Floss daily, and
5. Visit your dental professional regularly.

### What is the difference between gingivitis and advanced periodontal diseases?

Gingivitis and periodontitis are "stages" of periodontal, or gum, disease. Gingivitis is the earliest form of gum disease marked by inflamed, swollen, bleeding and red gums. Gingivitis is reversible, but if not treated can progress to the more advanced stage called periodontitis where gums pull away from teeth allowing bacteria to cause infection that can damage teeth and their supporting bones. Periodontitis is actually the leading cause of tooth loss.



Periodontitis can cause permanent damage. Follow a strict oral hygiene routine to catch gingivitis early and avoid the progression to more serious gum disease.

We recommend these Crest® + Oral-B® products to help keep your gums healthy:



Crest® PRO-HEALTH™ Clean Mint Smooth Toothpaste



Crest® + Oral-B® Gingivitis System\*



Oral-B® Glide™ PRO-HEALTH™ Advanced Floss

\* Bag only available through dental professionals