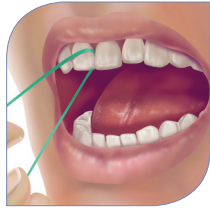


# WHAT IS GUM DISEASE?

## Here are some tips to help prevent gum disease

- Brush with a power toothbrush. Floss between teeth
  - Pay special attention to your back teeth. They are likely to have more plaque on them because they are hard to reach
- Change your toothbrush or power refill head every 3 months
  - Bristles that are worn remove less plaque
- If your gums bleed, don't stop brushing and flossing
  - Use a toothpaste with specific antimicrobial action that will reduce the bleeding and protect against gum disease. See your dental professional if the bleeding continues
- Visit your dental professional regularly for teeth cleanings and check-ups
  - Tell your dental professional if you are pregnant or have diabetes. These are a few conditions that increase your risk of gum disease
- Check your gums in the mirror often
  - Look for changes in color or texture. If you think you have gum disease, see your dental professional



## Quick facts about gum disease

- Gum disease is an infection that can affect the gums and bone that support your teeth
- Gum disease starts when plaque is not removed regularly, causing gums to become red and puffy and sometimes bleed
- You can help prevent gum disease by brushing twice a day with a power toothbrush, using fluoride toothpaste, and flossing between teeth
- Many people don't know they have gum disease. That's why it's important to see your dental professional regularly



ASK US HOW  
A POWER BRUSH  
CAN HELP YOU.

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## WHAT IS GUM DISEASE?

Taking care of your gums is just as important as taking care of your teeth

**Gum disease, also known as gingivitis, is an infection of the soft tissue that surrounds the tooth. It is caused by plaque, a sticky film that collects on teeth and gums. Plaque bacteria produce acids and toxins that can make gums red, puffy, or bleed.**

Over time, plaque bacteria can cause loss of gum tissue and, even more seriously, loss of the bone that supports your teeth. This can progress to a more serious infection that can destroy the surrounding bone and form pockets between the bone and the tooth surface. This will loosen your teeth and, if not treated, can cause you to experience tooth loss.

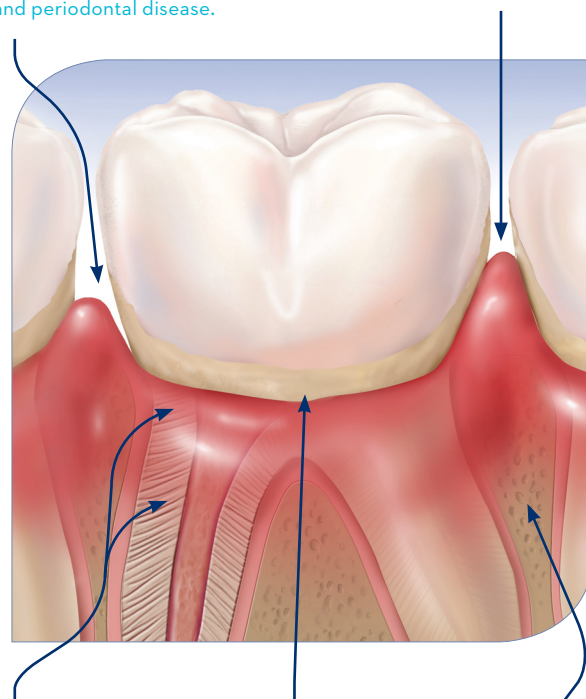
Gum disease is common but not normal. Many people have an early form of gum disease, which can be treated with good oral hygiene measures. But if you ignore gum disease, it can lead to tooth loss.

### POCKETS

Can form between teeth and surrounding bone with time as a result of untreated gingivitis and periodontal disease.

### GUM DISEASE

Infection of the gums, caused by plaque. Gums can look red and puffy.



### TOOTH ROOT

The part of the tooth below the gumline and covered by jaw bone.

### PLAQUE

A sticky film that can cause gum disease.

### BONE

Specifically, the bone beneath your teeth and gums and surrounding your tooth root.

## Recognizing the signs of gum disease

Many people don't know they have gum disease. It is important to see your dental professional regularly for dental health exams.

### Some signs of gum disease:

- Gums that are red or puffy or bleed when you brush or floss
  - These signs describe an early type of gum disease, **gingivitis**. Good oral hygiene can reverse these signs
- Tooth pain or sensitivity
  - Gum recession due to disease can cause tooth sensitivity to hot or cold food or drinks
- Persistent bad breath
- Adult teeth that are loose or develop gaps; changes in the way your teeth fit when you bite down
- If gingivitis is left unchecked, you may experience tooth loss resulting in a more serious form of gum disease, called **periodontitis**