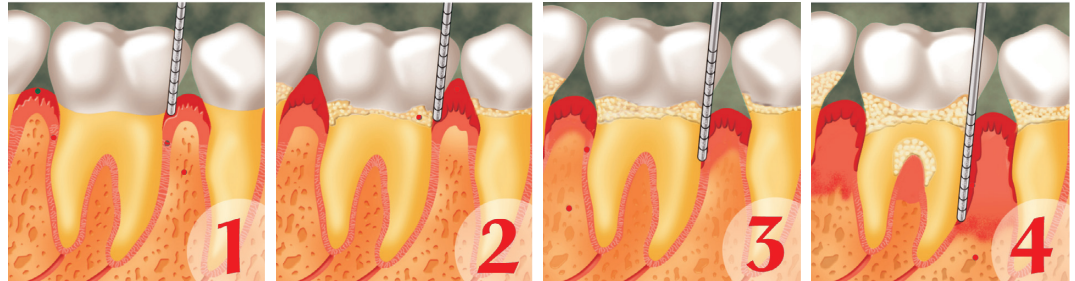




Gum disease is an inflammation of the gums triggered by the accumulation of dental plaque. If plaque is not effectively removed, it may lead to gingivitis, and early (and reversible) form of gum disease. If left untreated, gingivitis may progress to periodontitis, a more serious and irreversible form of gum disease.

THE FOUR STAGES OF GUM DISEASE



Gingivitis

Gums are swollen, inflamed and red with some bleeding

Early Periodontitis

Some bone loss, resulting in a pocket; gums bleed

Moderate Periodontitis

More bone loss, some tooth movement

Advanced Periodontitis

Eventual loss of one or more teeth

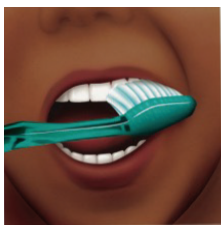
WHAT ARE SOME OF THE SIGNS OF GUM DISEASE?

- Swollen, red or tender gums
- Bleeding during brushing or flossing
- Gums that have receded, making teeth look longer
- Gums that have pulled away from teeth, creating a pocket
- Persistent bad breath or bad taste in mouth
- Loose teeth

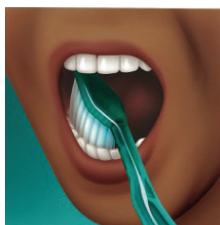
WHAT STEPS CAN I TAKE TO HELP PREVENT GUM DISEASE?

- Good oral hygiene is the best defense against gum disease. Proper brushing with an antibacterial toothpaste, such as Colgate Total®, and daily flossing helps reverse gingivitis.
- Visit your dentist regularly. A professional cleaning by your dentist or dental hygienist is the only way to remove plaque that has built up and hardened into tartar.

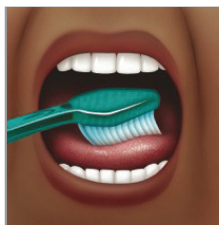
THE RIGHT WAY TO BRUSH



Clean the outer surfaces of your upper teeth, then your lower teeth by brushing away from the gumline

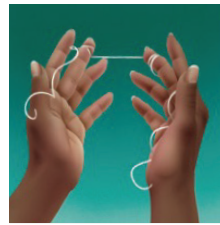


Clean the inside and chewing surfaces of your upper teeth, then your lower teeth using short back-and-forth strokes

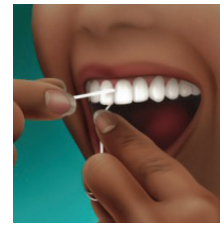


Gently brush your tongue to remove bacteria and freshen breath

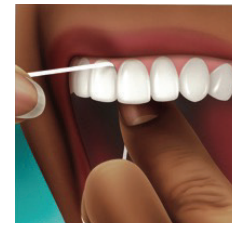
THE RIGHT WAY TO FLOSS



Use about 18 inches of floss, wrap around middle fingers, leaving an inch or 2 to work with



Holding floss taut, gently slide up and down between your teeth



Follow the curve of each tooth, making sure to go beneath the gumline, but never snapping the floss against the gums

WANT THE BEST PRODUCTS FOR GINGIVITIS TREATMENT AND PREVENTION?

Use these Colgate® products to help avoid the harmful effects of gingivitis.



COLGATE TOTAL®
ADVANCED FRESH + WHITENING



COLGATE TOTAL®
ADVANCED WHITENING



COLGATE TOTAL®
ADVANCED DEEP CLEAN