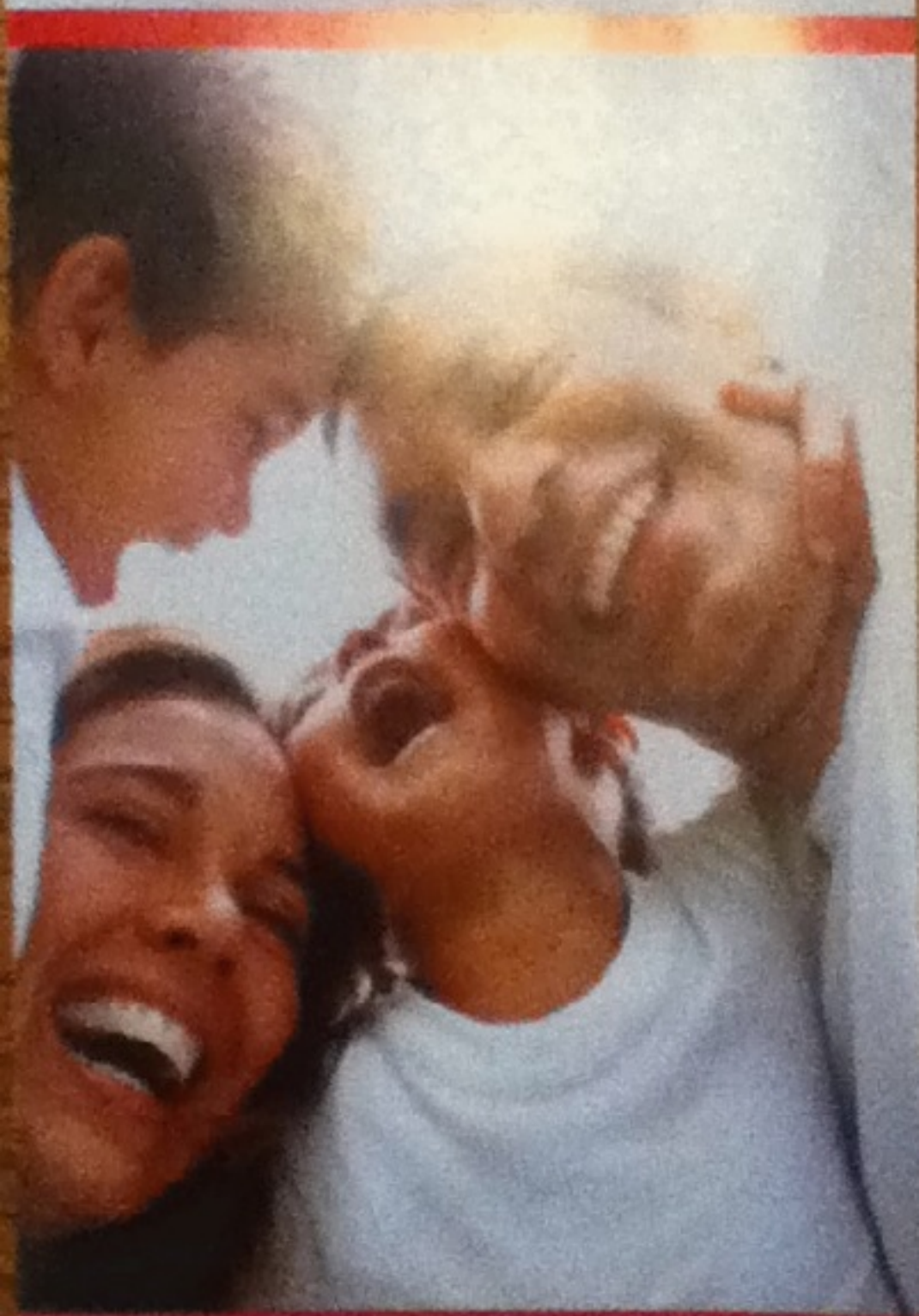


**Colgate**

YOUR PARTNER IN ORAL HEALTH

# GUM Disease



[www.colgate.com](http://www.colgate.com)

## What is **GUM DISEASE?**

Gum disease is the swelling or soreness of the gums (soft tissue) around your teeth. It is caused by bacteria in plaque, a sticky, colorless film that forms on your teeth.

The plaque bacteria produce toxins that can lead to inflammation of the gums called **gingivitis**. This initial stage of gum disease is reversible. However, if you do not remove plaque by brushing and flossing your teeth, it can build up and infect your gums, teeth and the bone that supports them, leading to a more severe form of gum disease, **periodontitis**. If left untreated, periodontitis can result in the loss of bone and teeth.

The signs of gum disease are not always easy to see and can be painless. The earlier gum disease is caught, the easier it is to treat. That's why it's important to see your dentist regularly.



## The four stages OF GUM DISEASE:



Stage 1  
GINGIVITIS

- Bacteria from plaque produce by-products which irritate the gums resulting in inflammation
- Gums are swollen, inflamed and red
- Some bleeding



Stage 2  
EARLY PERIODONTITIS

- Inflammation progresses into the supporting structures of the teeth
- There is some bone loss which results in a pocket
- Gums continue to bleed



Stage 3  
MODERATE PERIODONTITIS

- Continued inflammation and destruction of the supporting structures of the teeth
- More noticeable bone loss and some tooth movement
- Bone loss extends between roots of teeth



Stage 4  
ADVANCED PERIODONTITIS

- Bone loss and tooth mobility increases
- Eventual loss of one or more teeth

What should I do

## TO HELP PREVENT GUM DISEASE?

- Brush with a soft-bristled toothbrush and clean between teeth with floss or an interdental cleaner the way your dentist tells you to do.
- The ADA recommends that you brush your teeth twice a day with an ADA-accepted toothpaste. ~~Colgate Total® is the ONLY FDA-approved and ADA-accepted toothpaste to fight gingivitis.~~ *No it's not.*



~~Unlike ordinary fluoride toothpastes, Colgate Total® is uniquely formulated with an advanced antimicrobial~~  
~~ingredient that helps fight bacteria for 12 hours.~~

- Get regular professional dental cleanings at least twice a year. This is the only way to remove plaque that has hardened into tartar. You may not be aware that this has happened. Your dental professional will need to evaluate and clean or "scale" your teeth to remove the tartar above and below the gumline.
- Do not smoke cigarettes or use other forms of tobacco.
- If your condition is very serious, additional treatment may be necessary. Your dental professional will tell you whether you will need treatment in addition to a routine cleaning.

For more information on gum disease, ask your oral health care professional. In addition, you may visit the Oral Care section at [www.colgate.com](http://www.colgate.com).

Colgate Total® is approved through the New Drug Approval process to help prevent plaque, but approved for the prevention or treatment of periodontitis or other diseases.

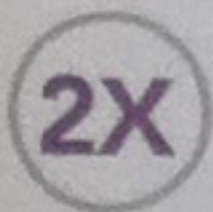
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## Do you know the FACTS ABOUT GUM DISEASE?



On average, 50% of American adults between the ages of 30 and 90 suffer from bleeding gums<sup>1</sup>



People with diabetes are 2x more likely to develop serious gum disease



Gum Disease is the primary cause of tooth loss in adults 35 and over<sup>2</sup>



Smoking, crooked teeth, defective fillings, pregnancies, and use of oral contraceptives are some factors that increase the risk of gum disease



A diet rich in polyunsaturated fatty acids, found in foods like fish and nuts, can help lower the risks of gum disease