

ARE YOU AT RISK FOR ENAMEL EROSION?

ACID EROSION SCALE



HEALTHY ENAMEL

Teeth feature natural contours with slight grooves & imperfections



MILD EROSION

Teeth become smooth & more translucent



MODERATE EROSION

Teeth become dull & concave areas begin to form



SEVERE EROSION

Teeth become yellow as underlying dentin begins to show

pH Acid Scale



ENAMEL BEGINS TO SOFTEN AT pH 4.0.

pH 2-3*

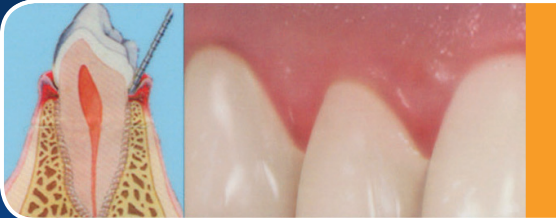



CREST PRO-HEALTH IS THE ONLY TOOTHPASTE THAT HAS A PATENTED FORMULA THAT PROTECTS AGAINST ACID EROSION IN THE DANGER ZONE, PH 2-3*.



ALL FLUORIDE TOOTHPASTES PROTECT ENAMEL IN THE SAFE ZONE

ARE YOU AT RISK FOR GUM DISEASE?

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|  | Healthy <ul style="list-style-type: none"> • Firm, pink gingiva (gum) tissue • No bleeding • No loss of attachment | Risks <ul style="list-style-type: none"> • N/A |
|  | Gingivitis <ul style="list-style-type: none"> • Changes in gum colour • Infection and inflammation of the gingiva • Generalized bleeding • Pocket depth of less than 3 mm • No loss of attachment | Risks <ul style="list-style-type: none"> • Periodontal Disease • Destruction of gum tissue and bone |
|  | Early Periodontal Disease <ul style="list-style-type: none"> • Chronic infection • Bad breath, bad taste • Increased inflammation • Slight bone loss • Pocket depth or attachment loss: 3-4 mm | Risks <ul style="list-style-type: none"> • Chronic gum infection – may contribute to health risks |
|  | Moderate Periodontal Disease <ul style="list-style-type: none"> • Chronic infection • Bad breath, bad taste • Gingival recession • Noticeable bone loss • Possible tooth mobility • Pocket depth or attachment loss: 4-6 mm | Risks <ul style="list-style-type: none"> • Chronic gum infection – may contribute to health risks |
|  | Advanced Periodontal Disease <ul style="list-style-type: none"> • Chronic infection • Worse breath, worse taste • Increased gingival recession • Severe destruction of periodontal structures • Major bone loss and increased tooth mobility • Pocket depth or attachment loss: >6 mm | Risks <ul style="list-style-type: none"> • Chronic gum infection – may contribute to health risks • Periodontal Surgery • Tooth loss |

Crest Gum Detoxify
is clinically proven
to reverse gingivitis

