

# THE IMPACT OF ORAL HEALTH ON SYSTEMIC HEALTH



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As oral bacteria can spread through the body, maintaining oral health is a pivotal part of overall health.<sup>1</sup> By improving the oral health of our patients, we are taking the first step in helping them get back to healthy. Educating patients to help them understand the importance of oral health and its possible relation to their overall health<sup>2,3</sup> can motivate them to develop the essential oral hygiene habits that are critical in preventing gum disease.

## MAINTAINING POSITIVE ORAL HEALTH IS A SIGNIFICANT STEP IN SUPPORTING OVERALL PATIENT WELLNESS

We know that the mouth is the gateway to the body, either through the esophagus, airway or blood vessels. It is well recognized that a significant portion of the adult population suffers from some form of gum disease. The American Academy of Periodontics define healthy gums as having firm, pink gingiva tissue, no bleeding, and no loss of attachment.<sup>4</sup> In a clinical study looking at Gingival Index (GI) in an adult population—where each site is scored on a 0 to 3 scale, with 0 being normal and 3 being severe inflammation characterized by edema, redness, swelling, and spontaneous bleeding—results show 93.9% of adults had a GI at 0.50 or higher, and 55.7% had a GI at 1.0 or higher.<sup>5</sup> We as dental professionals can play a crucial role in protecting the overall health of our patients by helping them prevent plaque buildup, which can prevent and reverse gingivitis, and the progression of disease, which contributes to overall patient wellness.

## EVIDENCE-BASED RECOMMENDATIONS FOR HOME CARE

Promoting gum care from the first visit, and at every visit, can move our patients back to the healthy gum classification and help prevent gingivitis from progressing into periodontitis. It's critical that the recommendations we make are founded in evidence-based dentistry. Recommending a proven oral hygiene routine can help gingivitis patients reach a state of healthy gums at home.

## THE SCIENCE BEHIND CREST'S UNIQUE MODE OF ACTION (MOA)

An evidence-based, clinically proven toothpaste matters when it comes to preventing biofilm formation and managing gum health. Research has shown that poor maintenance can result in oral biofilm

dysbiosis. This in turn can cause an inflammatory reaction that can lead to hard and soft tissue disease.

Crest has driven the evolution of toothpaste by perfecting a stabilized stannous fluoride (SnF<sub>2</sub>) formula that penetrates deep into the biofilm to provide soft tissue protection and hard tissue strengthening. Its unique mode of action improves gingival health by:

- Inhibiting Plaque Growth
- Reducing the Metabolic Production of Toxins
- Directing the Suppression of Pathogen Virulence

## RECOMMENDING CREST GUM DETOXIFY PROMOTES GUM HEALING AND HELPS RESTORE GUM HEALTH

Crest Gum Detoxify is clinically proven to get to the bottom of gingivitis. Its activated foam penetrates up to 4 mm subgingival where SnF<sub>2</sub> helps neutralize toxins of gingivitis-causing bacteria. It has a substantivity of up to 12 hours.

- **99% of patients** using Gum Detoxify or a Crest SnF<sub>2</sub> toothpaste showed a reduction in gingival inflammation<sup>6</sup>
- **100% of patients** showed a reduction in the number of bleeding sites vs. baseline<sup>6</sup>

Reducing bleeding and inflammation can also help prevent gum recession and the resulting sensitivity.

**Patients have 3.7x better odds of shifting to generally healthy (<10% bleeding) vs. sodium fluoride toothpaste when you recommend Gum Detoxify or other Crest stannous fluoride toothpastes.<sup>7</sup>** These were all everyday manual toothbrush users; consider adding in the efficacy of a power brush for optimal mechanical plaque control. When the Oral-B iO and Crest Gum toothpaste are combined as a regimen, we can help return 100% of gingivitis patients to Healthy.<sup>8</sup> It is our duty to recommend a clinically proven oral hygiene routine, backed by science, that can help gingivitis patients reach a state of healthy gums at home, thereby contributing to the healthy mouth, healthy body connection.



To learn more about the critical role toothpaste plays in your patients' gum health and to access the Continuing Education course, "Re-examining the Plaque-Gingivitis Connection and the Role of Stannous Fluoride [579]," scan the QR code.

\*Oral health benefits validated by CDA: gingivitis, sensitivity, enamel acid erosion, plaque and cavities.

**References:** 1. Olsen I, Yamazaki K. Can oral bacteria affect the microbiome of the gut? *Journal of Oral Microbiology* 2019;11(1):1-5. 1586422. Available at: <https://doi.org/10.1080/20002297.2019.1586422>. 2. American Dental Association. Oral Health Topics. Oral-Systemic Health. Accessed Jan 2021. Available at: [Oral-Systemic Health \(ada.org\)](https://www.ada.org). 3. Miller, A. and Ouanounou, A. Diagnosis, management and dental considerations for the diabetic patient. 2020. *J Can Den Asso. J Can Dent Assoc*.86:k8. 4. Caton J, Armitage G, Berglundh T et al. A new classification scheme for periodontal and peri-implant diseases and conditions - Introduction and key changes from the 1999 classification. *J Periodontol*. 2018; 89(Suppl 1): S1- S8. 5. Li Y et al. Prevalence and severity of gingivitis in American adults. *American Journal of Dentistry* 2010;23(1):9-13. 6. Goyal CR et al. Reduction in gingival bleeding and inflammation following use of a novel stabilized stannous fluoride dentifrice for 2 months. P&G Data on file. 7. Biesbrock A et al. The Effects of Bioavailable Gluconate Chelated Stannous Fluoride Dentifrice on Gingival Bleeding: Meta-Analysis of Eighteen Randomized Controlled Trials. *J Clin Periodontol* 2019;46:1205-1216. 8. Adam R, Grender J, Timm H, Qaqish J, Goyal CR. Anti-Gingivitis and Anti-Plaque Efficacy of an Oral Hygiene Routine including Oral-B iO Oscillating-Rotating Electric Toothbrush, Stannous Fluoride Dentifrice, CPC Rinse and Floss: Results from a 12-week Trial. P&G Data on file.