

Know the warning signs



Untreated oral disease affects over half of the world population, and chronic gum disease actually affects over **90%**. But by taking the right steps, there's a lot you can do to help keep your mouth as healthy as possible. The first step is being aware of the early warning signs.



Swollen, tender gums



Bleeding gums



Bad breath



Teeth sensitive to hot and cold liquids

These issues are caused by a build-up of bacteria, and are early signs of cavities, gingivitis, or periodontitis. If you notice any of these signs, talk to your dental health professional immediately about ways to help.

- **Halitosis** or bad breath is usually the symptom of poor oral hygiene, caries, or gingival pathologies.²
- **Cavities** are holes which form in your teeth when acid-producing bacteria dissolve the tooth's enamel.
- **Gingivitis** is the first stage of gum disease. As dental plaque builds up on the gum line, bacteria in the plaque cause inflammation of the gums. There is usually no pain, but gums are red and puffy and may bleed when brushed. The good news is that, with proper care, gingivitis is easily treated and can be completely reversed.
- **Periodontitis** is the next, much more serious stage of gum disease that can occur when gingivitis isn't properly treated. It can ultimately result in tooth loss...and it's not reversible.

Take a bold step towards a healthier mouth.

Think you might have noticed some of these warning signs? The next step to ensuring a healthier mouth is focusing on good oral care habits, and sticking to them. This includes regular visits to your dentist, and a daily regimen of brushing, flossing, and rinsing.

Avoid these bad habits:



Eating sweets or drinking soft drinks



Chewing ice or hard candy



Snacking throughout the day