

SPOTLIGHT ON: ORAL HEALTH & CARDIOVASCULAR DISEASE

WHY OUR ORAL HEALTH IS INEXTRICABLY LINKED TO MATTERS OF THE HEART



THE MOUTH IS THE GATEWAY TO OUR BODY AND PERIODONTAL DISEASE CAN BE LINKED TO THE HEALTH OF THE CARDIOVASCULAR SYSTEM

PEOPLE WITH PERIODONTAL DISEASE - **ARE HIGHER RISK OF HAVING A HEART ATTACK, STROKE OR OTHER SERIOUS CARDIOVASCULAR EVENT.**¹

Here's why:



Plaque accumulation can lead to chronic gum inflammation which, if left untreated can lead to periodontal disease. Periodontal disease is chronic inflammation and periodontal pathogens are detected in atherosclerotic plaque sites in the body.²



Atherosclerotic plaque sites are where fats, cholesterol, calcium and fatty deposits build up in the artery walls. They are the leading cause of the majority of heart attacks and many strokes as they can rupture and cause a blood clot to develop to cover the break, which in turn can block blood flow.



When 'bad' cholesterol accumulates in the blood vessels, it can cause a corrosive process - similar to rusting pipes - which stimulates an inflammatory response by the body's immune system.



Rather than restoring the artery walls, this inflammation can further enlarge plaque build-up or rupture³, triggering the inflammatory cycle.

WHAT ARE THE WARNING SIGNS OF GUM DISEASE?⁴

Undisturbed plaque can lead to Gingivitis (inflammation) which if left untreated can lead to the development of Periodontitis. Experts have discovered an interesting two-way relationship between Cardiovascular disease and periodontitis.^{4,5}



Gingivitis

- Red, swollen or tender gums
- Bleeding gums
- Persistent bad breath



Periodontitis

- Receding gums
- Loose teeth
- Sensitive teeth
- Pain when chewing

Did you know?

P. gingivalis and other oral bacteria have been observed in human arteries at the sites where arterial plaque builds-up.⁵

HOW TO KEEP GUM DISEASE AT BAY?

Cardiovascular patients' first line of defence against gum disease focuses on eliminating toxic plaque through:

Practicing a robust oral hygiene routine which incorporates antimicrobial products which are proven to prevent plaque and gingivitis.

Incorporating products containing stannous fluoride dentifrice which can decrease the toxicity/harmful effects of bad plaque bacteria.

Visiting your dental professional and seeking treatment can help control and decrease periodontal infection and inflammation.⁶



ARE LEADING THE WAY IN INNOVATION, TECHNOLOGY AND RESEARCH TO FIGHT FACTORS CONTRIBUTING TO BAD ORAL HEALTH LIKE PLAQUE AND GINGIVITIS AND SUPPORT YOUR ORAL HEALTH.

Oral-B® Electric Toothbrush with a Round-Head

Oral-B® is the category leader in oscillating-rotating electric toothbrushes. The **Oral-B® iO's revolutionary technology removes 100% more plaque** than a manual brush to give you that professional clean feeling every single day.

Crest® Stannous Fluoride Toothpaste

Stannous Fluoride (SnF₂) can decrease the toxicity/harmful effects of bad plaque bacteria. Crest® SnF₂ dentifrice has shown to **reduce gingival bleeding sites by 51%** versus sodium fluoride control dentifrices.

Crest® Mouth Rinse

Mouth rinses containing bioavailable Cetylpyridinium Chloride (CPC) formulated at 0.07% **helps to reduce plaque and kill germs that cause gingivitis and bad breath.**

Oral-B® Interdental Cleaning

Plaque easily accumulates and hides between teeth where toothbrushing can't reach. **Flossing once each day with Oral-B® Glide floss removes plaque from between teeth and can prevent the bleeding and inflammation associated with gingivitis.**

Regular Oral-Health Check-Ups

Partner with your dental professional regularly to prevent and detect signs of disease at its earliest stages.

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