TOOTHPASTE MATTERS!
COMMON MISCONCEPTIONS

WHAT ARE THE CONSEQUENCES OF BLEEDING?
Persistent Gingival Bleeding has long term oral health consequences

- 3.2X more likely to have an attachment loss
- 46x more likely to lose a tooth

RECOMMEND Crest for Superior Gum Protection
FOR YOUR GINGIVITIS PATIENTS

Meta-Analysis of Literature on Crest Stannous Formulations

RESULTS
- 51% less bleeding vs Sodium Fluoride

These benefits are similar to:
- 2 weeks flossing: 40% reduction in bleeding
- 1 week post-prophy: 40-66% reduction in bleeding

SUMMARY

By using Crest formulations, such as Gum Detoxify™, your patients are 3.7x more likely to shift to generally healthy (<10% bleeding) vs Sodium Fluoride Toothpaste

Even in patients who appear healthy, plaque toxicity is reduced preventing gingivitis symptoms

References located on reverse side
RECOMMEND THESE CREST® TOOTHPASTES FOR CLINICALLY PROVEN HEALTHIER GUMS!

- Effective up to 4mm under the gumline
- Offers 12 hours of antibacterial gum protection

**Expertise You Can Trust**

- 60+ years of formulating experience,
- 200+ US patents,
- 100+ clinical trials

**Efficacy To Believe In**

- Significantly deeper penetration of the biofilm**
- and better neutralization of harmful toxins vs Colgate Total SF & Parodontax

**Experience Patients Love**

- 69% of people who brushed with Crest® Gum Detoxify™ wanted to brush longer

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*Study: 2890 participants; 18 RCT for inclusion; 3 months; Manual toothbrush users
**P<0.05 in one-way ANOVA in an in-vitro exploratory study
†Does not replace flossing
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