



TOOTHPASTE MATTERS!

COMMON MISCONCEPTIONS



MECHANICAL ACTION OF THE BRUSH IS ALL THAT A PATIENT NEEDS FOR GOOD ORAL HEALTH

ALL TOOTHPASTES ARE THE SAME



A SODIUM FLUORIDE TOOTHPASTE IS ALL MY PATIENTS NEED

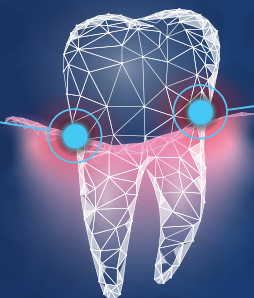


"SPECIALTY" TOOTHPASTES ARE ONLY FOR PATIENTS WITH PROBLEMS

WHAT ARE THE CONSEQUENCES OF BLEEDING?

PERSISTENT GINGIVAL BLEEDING HAS LONG TERM ORAL HEALTH CONSEQUENCES

3.2X
MORE LIKELY
TO HAVE AN
ATTACHMENT LOSS³

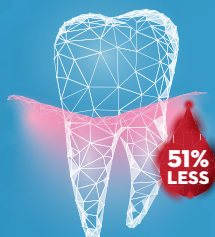


46x
MORE LIKELY
TO LOSE
A TOOTH³

RECOMMEND FOR SUPERIOR GUM PROTECTION FOR YOUR GINGIVITIS PATIENTS

META-ANALYSIS OF LITERATURE ON CREST STANNOUS FORMULATIONS*¹

RESULTS



51% LESS BLEEDING VS
SODIUM FLUORIDE¹

THESE BENEFITS ARE SIMILAR TO:

**2 WEEKS
FLOSSING**

40%
REDUCTION^{1,4}
IN BLEEDING

**1 WEEK
POST-PROPHY**

40-66%
REDUCTION⁵
IN BLEEDING

SUMMARY

BY USING CREST® FORMULATIONS, SUCH AS GUM DETOXYFY™, YOUR PATIENTS ARE **3.7X MORE LIKELY TO SHIFT TO GENERALLY HEALTHY (<10% BLEEDING) VS SODIUM FLUORIDE TOOTHPASTE¹**

3.7X
GENERALLY
HEALTHY

EVEN IN PATIENTS WHO APPEAR HEALTHY, PLAQUE TOXICITY IS REDUCED PREVENTING GINGIVITIS SYMPTOMS⁶

**PLAQUE
TOXICITY
REDUCED**

RECOMMEND THESE TOOTHPASTES FOR CLINICALLY PROVEN HEALTHIER GUMS!

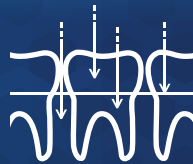


- EFFECTIVE UP TO 4MM UNDER THE GUMLINE
- OFFERS 12 HOURS OF ANTIBACTERIAL GUM PROTECTION



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[§]

*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

§Premium toothpaste users were given product information on Crest® Gum Detoxify™. After 2 weeks of use, users took surveys about their experience and opinions with the product, intent to brush longer differs significantly; further studies required to measure brushing time.

†Does not replace flossing

¹Biesbrock 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, Dec 2019

²Trombelli L, et al. J Periodontol, 2018; 89 (Suppl 1): S46-S73

³Schätzle M, et al. Clinical course of periodontics. I. Role of gingivitis. J Clin Periodontol. 2003;30(10):887-901.

⁴Biesbrock A, et al. Assessment of treatment responses to dental flossing in twins. J Periodontol, 2006; 77, 1386-1391.

⁵McClanahan SF, et al. Identification and consequences of distinct Löe-Silness Gingival Index examiner styles for the clinical assessment of gingivitis. J Periodontol, 2001; 72: 383-392.

⁶Klukowska, et al. Clinical Effects of Stabilized Stannous Fluoride Dentifrice in Reducing Plaque Microbial Virulence I: Microbiological and Receptor Cell Findings. J Clin Dent. 2017 Jun;28(2):16-26.

©2020 P&G ORAL-25532

continuing the care that starts in your chair

