

SPOTLIGHT ON: ORAL HEALTH & PREGNANCY




DID YOU KNOW PREGNANCY CAN AFFECT YOUR ORAL HEALTH?



DURING PREGNANCY, WOMEN NATURALLY HAVE AN INCREASED FOCUS ON THEIR OWN HEALTH AS WELL AS THAT OF THEIR BABY. FROM MORNING SICKNESS, TO TAKING ADDITIONAL MULTIVITAMINS, TO REVIEWING THEIR DIET, THERE ARE MANY THINGS TO CONSIDER.

ONE THING THAT MAY NOT BE AT THE TOP OF THE LIST OF CONSIDERATIONS IS ORAL HEALTH. PREGNANCY CAUSES AN INCREASED RISK OF GINGIVITIS, WITH THE CENTERS FOR DISEASE CONTROL (CDC) REPORTING THAT **60-75% OF PREGNANT WOMEN TODAY HAVE GINGIVITIS.**¹

DENTAL PLAQUE INITIATES GINGIVAL INFLAMMATION IN PREGNANCY

-  A healthy mouth has minimal plaque build-up. Without plaque build-up in the mouth, bad bacteria cannot multiply, cause cavities or gum inflammation (gingivitis).
-  When plaque bacteria builds up and the plaque becomes thick and dense. It then becomes more toxic and can lead to inflammation of the gums called gingivitis.
-  If gingivitis is left untreated it can progress to periodontal disease.

WHY IS GOOD ORAL HEALTH IMPORTANT BEFORE AND DURING PREGNANCY?

During pregnancy your hormones may cause your gums to be more susceptible to swelling and irritation.

During pregnancy the body increases the production of hormones; estrogen, progesterone and relaxin.²

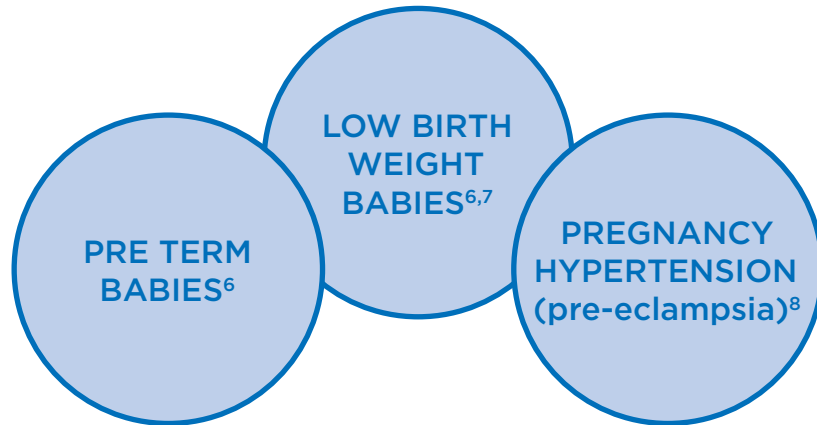
There is a strong link between increasing levels of these hormones and the increasing severity of gingivitis in pregnancy.²

It is thought that progesterone in particular increases the permeability of blood capillaries in the gingiva making the tissue more sensitive to bacteria and its toxins.^{3,4}

It's really important that you keep plaque under control

GOOD ORAL HYGIENE COMBINED WITH REMOVAL OF PLAQUE THROUGH PREVENTATIVE MEASURES HAS BEEN SHOWN TO REDUCE GINGIVITIS BY 50% IN PREGNANT WOMEN.⁵

WOMEN WITH EXISTING PERIODONTITIS HAVE AN INCREASED RISK FOR ADVERSE PREGNANCY OUTCOMES INCLUDING.



THE WARNING SIGNS OF GUM DISEASE TO LOOK OUT FOR IN PREGNANCY⁹



Gingivitis

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

Periodontitis

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



ARE LEADING THE WAY IN INNOVATION, TECHNOLOGY AND RESEARCH TO FIGHT FACTORS CONTRIBUTING TO BAD ORAL HEALTH 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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