

# ORAL HEALTH MATTERS ESPECIALLY DURING PREGNANCY







You know to expect a growing baby bump throughout your pregnancy, but did you know you may notice a change in your oral health, too?

If you're experiencing red, swollen or even bleeding gums, you're not alone! The good news is that many of these issues are preventable and treatable. Your dental care and prenatal care professionals can provide advice on how to keep your mouth and the rest of your body healthy during pregnancy.

Up to **70%**  
of women experience  
gingivitis during  
pregnancy

## Oral health issues are common during pregnancy

Common Changes During Pregnancy:	Oral Health Effects You May Not Expect:	What You Can Do About It:
 Hormone Increase	Hormone changes can bring on gum inflammation (gingivitis).	Choose a toothbrush, toothpaste and rinse that fight gingivitis.
 Morning Sickness	Morning sickness with vomiting can increase risk of enamel erosion.	Rinse mouth after vomiting. Use a toothpaste with stannous fluoride daily to help prevent acid erosion.
 Increased Sugar Intake	Greater sugar intake can increase risk of cavities.	Try to avoid excessive sugar intake.
 Stronger Gag Reflex	Stronger gag reflex can make brushing unpleasant.	Find times in the day to brush, floss and rinse when you're feeling your best.

## Did You Know?

During pregnancy, increased hormone levels can affect the way your body reacts to plaque that builds up on your teeth, causing redness, swelling and even bleeding gums. This is commonly known as pregnancy gingivitis.

### Myth

Professional dental care should be put on hold during pregnancy.

### Fact

It is safe and important to get oral health care when you are pregnant, which includes professional care and good at-home habits and routines.

## Win the fight against plaque and gingivitis!

These Crest® and Oral-B® products are designed to fight plaque and clinically proven to reduce gingivitis.

