

## FOR A HAPPY HEALTHY MOUTH AND BODY

The mouth is the gateway to the body. Maintaining a healthy mouth is key to maintaining a healthy body.

**Did you know** that oral health gum issues, periodontal issues, especially infections along the gumline, can increase your risk for serious overall health issues? Let's take a look how...



A healthy mouth has minimal plaque build-up. Without plaque build-up in the mouth, bad oral bacteria cannot multiply, cause cavities, gum deterioration or spread beyond the mouth.



Plaque build up around your gum line shelters P. gingivalis and other oral bacteria from your toothbrush and natural defences, providing them with a place to thrive.



These plaque bacteria create toxins that can lead to inflammation. What's more, these bacteria are known to spread into your body!



P. gingivalis and other oral bacteria have been observed in human arteries at the sites where arterial plaque builds-up.<sup>1</sup>



These oral bacteria have also been seen in **inflammation** sites in human lungs, brains, and intestines.<sup>1</sup>



In the mouth alone oral bacteria like these can cause gum infections like gingivitis that can progress to **periodontitis**—a more serious gum infection that is the **leading cause of tooth loss in adults.**<sup>2,3</sup>

### What are the warning signs of gum infections?<sup>4</sup>

- Red, swollen or tender gums
- Bleeding gums
- Receding gums
- Loose teeth
- Sensitive teeth
- Persistent bad breath
- Pain when chewing



Worldwide, it is estimated that oral diseases affect nearly 3.5 billion people



**Periodontitis is the gum infection where science has found the strongest link between oral health and a variety of health problems, including increased risk of:**



STROKE



DIABETES



HEART DISEASE



PROBLEMS IN PREGNANCY



DEMENTIA



**Periodontitis may increase the risk for stroke.**<sup>6</sup> A continuous flow of bacteria into the bloodstream from exacerbated gum sites can trigger inflammation, prompting plaque growth and leading to blood clots.<sup>6</sup>

## WHAT IS THE LINK BETWEEN GUM INFLAMMATIONS AND BODY HEALTH?



There is a two-way relationship between diabetes and periodontitis, with more severe periodontal tissue destruction observed in diabetic populations, due to poorly controlled glucose levels.<sup>7-8</sup>



**Pregnant women are at increased risk of gingivitis and pregnant women with periodontitis are at increased risk for adverse pregnancy outcomes,** including pre-term birth, low birth weight babies, and pregnancy hypertension (pre-eclampsia).<sup>10-14</sup>



**Patients with periodontal disease are at increased risk for cardiovascular disease.** Chronic gum inflammation may cause bad bacteria and toxins to enter the bloodstream and circulate to plaque sites in arterial walls.<sup>9</sup>



Patients with Alzheimer's Disease and cognitive function loss have a higher risk for developing poor oral hygiene and periodontal disease. **The relationship is bi-directional,** as periodontal bacteria can also infect the brain and play a direct role in the build-up of amyloid brain lesions, leading to Alzheimer's disease.<sup>15</sup>

**Oral-B is leading the way in innovation, technology and research to help protect your oral health and educate you about the connections between oral health and overall health.**

### 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.

### Stannous Fluoride Toothpaste

Oral-B Stannous Fluoride (SnF<sub>2</sub>) toothpaste helps to protect your gums against bacterial plaque.

### Mouth Rinse

Mouth rinses containing bioavailable Cetylpyridinium Chloride (CPC) formulated at 0.07% helps to reduce plaque.

### Interdental Cleaning

Plaque easily accumulates and hides between teeth where toothbrushing can't reach. Regular cleaning between teeth helps to remove plaque and helps to protect gums.

### Regular Oral-Health Check-Ups

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

**Follow a holistic Oral-B regimen for a happy healthy mouth and body!**



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