

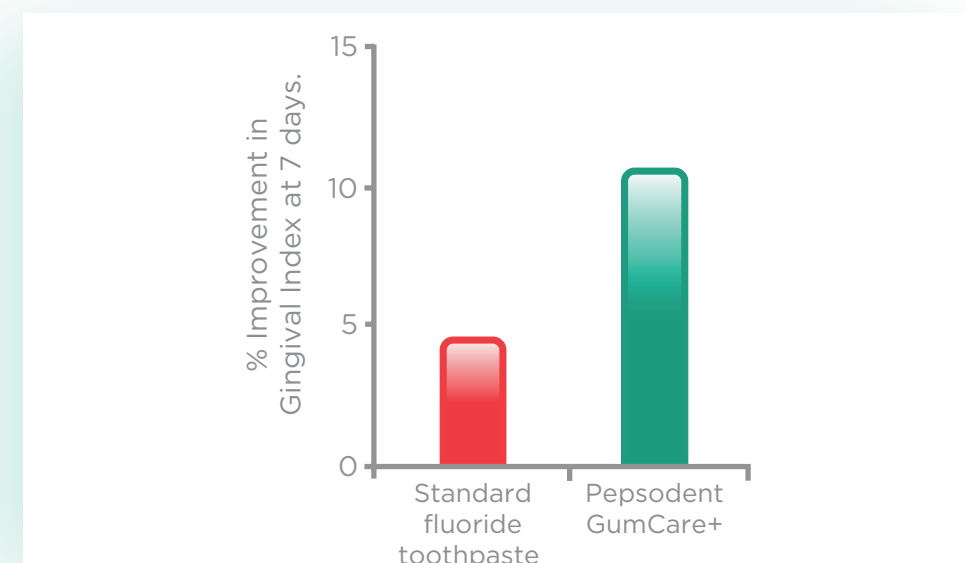
PEPSODENT G GUMCARE+ SHOWS SIGNIFICANT IMPROVEMENT IN GINGIVAL INDEX(GI) AT 7 DAYS#

In a new clinical study:

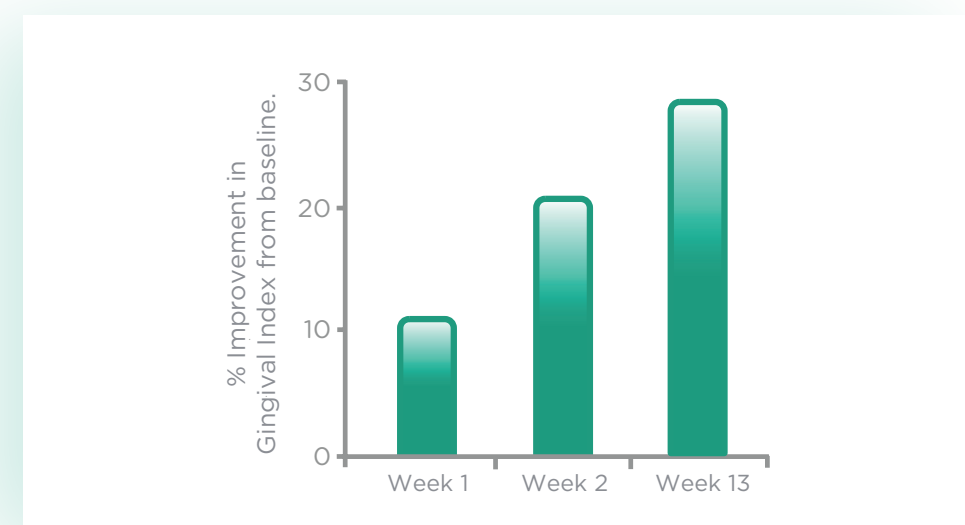
Pepsodent G GumCare+ reduces gum problems in 7 days

- + Pepsodent G gumCare +showed a significant improvement in GI at 7 days (measuring gingivitis & bleeding) compared to a control toothpaste .¹²
- + Pepsodent GumCare+ continued to show significant improvement in gum bleeding and inflammation over 13 weeks¹²

Significant improvement in Gingival Index at 7 days



Improvement with Pepsodent GumCare+ continues to 13 weeks¹²



This was an randomised, double-blind, in vivo study assessing gingival inflammation and bleeding as measured by Gingival Index¹³ in subjects using Pepsodent GumCare+ twice daily for 13 weeks. Gingival inflammation was assessed visually and scored between 0 and 3.

#Based on clinical study done in 2018

RECOMMEND PEPSODENT GUMCARE+ YOUR FIRST CHOICE FOR PROTECTION AGAINST BLEEDING GUMS

- + Recommend brushing teeth twice a day with **Pepsodent GumCare+ toothpaste**

Clinically proven in 9 studies

1. Clinically proven to reduce gingival bleeding¹²
2. Clinically proven to reduce gingival plaque¹²
3. Clinically proven to improve gum health¹²

- + Advise using a soft-bristled toothbrush such as **Pepsodent Gum Expert toothbrush**



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10. Unilever data on file.
11. Unilever data on file.
12. Unilever data on file.



FDI recognises that twice-daily brushing with a fluoride toothpaste such as Pepsodent GumCare+ is beneficial to oral health



PEPSODENT GUMCARE+

WITH ZINC TECHNOLOGY:
YOUR 1ST CHOICE FOR
PROTECTION AGAINST
BLEEDING GUMS



9 Clinical Studies

95% OF ADULTS IN INDIA SUFFER FROM PERIODONTAL DISEASE^{1,2}



Experts have called for urgent action to address the alarming prevalence of gum disease in India.¹

- + Gum disease represents a major oral disease burden, affecting patients' well-being and quality of life.³
- + Untreated, patients can suffer severe periodontitis and tooth loss.³
- + Patients may not notice their gums bleeding, but this is an important warning sign for periodontitis and should not be ignored.³

▶ *Early gum disease is usually reversible if detected early.*

▶ *However, a global survey by the FDI World Dental Federation highlighted a lack of awareness and education around periodontal health.⁴*

▶ *Professional oral care, including Basic Periodontal Examination (BPE) and patient education, is key to detecting the problem early, and preventing severe disease and tooth loss.³*

YOU CAN MAKE A DIFFERENCE FOR PATIENTS WITH GUM DISEASE

1. Diagnose

- + The BPE Index is a simple and quick way to assess patients for periodontitis.⁵
- + Use a periodontal probe to 'walk around' the periodontal pocket and assess bleeding, plaque and calculus deposits, and depth.⁶



A periodontal probe

Guide to using the BPE Index⁵

British Society of Periodontology, www.bsperio.org.uk

Scores	Description of scores	Guidance on interpretation of scores
0	< 3.5 mm, no bleeding (black band entirely visible)	No need for treatment
1	< 3.5 mm, bleeding on probing (black band entirely visible)	Oral hygiene instruction
2	< 3.5 mm, supra or subgingival calculus (black band entirely visible)	As for 1, plus scaling
3	3.5-5.5 mm (black band partially visible)	As for 2, plus root surface debridement if required
4	> 5.5 mm (black band disappears)	As for 3, plus assess for complex treatment or referral
*	Furcation involvement	As per 0-4, plus assess for complex treatment or referral

"Periodontal lesions are perplexing and confusing.

A deep 8 mm pocket can be observed right next to a healthy 2 mm sulcus on the same tooth. It is so important to probe the gingival sulcus/pocket all around: six locations on the same tooth."

Dr Ajay Kakar, Immediate Past President, International Academy of Periodontology

2. Educate

- + Professional advice on oral hygiene, including tooth brushing and interproximal cleaning, is central to the prevention of gum disease.⁷
- + Educate patients on lifestyle changes such as smoking cessation.

3. Recommend

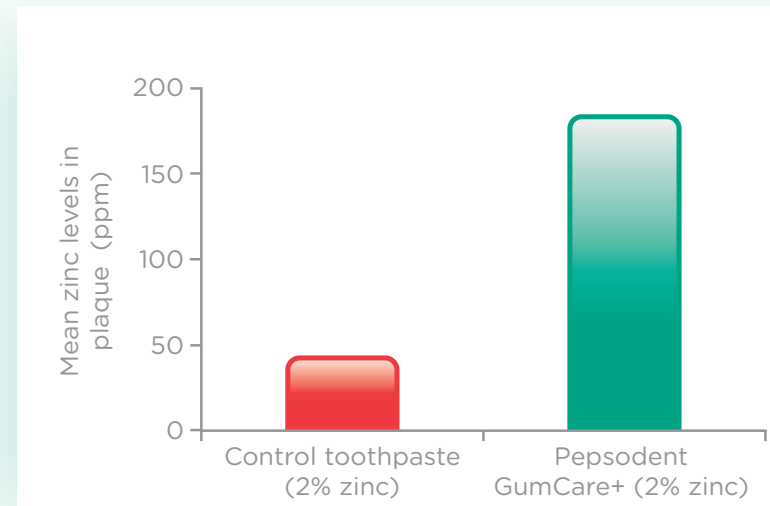
- + Recommend a zinc-based toothpaste to help prevent gum problems.
- + Zinc is an effective plaque inhibitor⁸ with proven activity against bacteria associated with periodontal disease.⁹

PEPSODENT GUMCARE+ CLINICALLY PROVEN ADVANCED FORMULATION FOR IMPROVED GUM HEALTH

DELIVERS HIGHER LEVELS OF ZINC TO PLAQUE

- + Well-formulated toothpastes can deliver effective concentrations of zinc to the mouth.
- + In a clinical study, zinc levels were found to be significantly higher in plaque 12 hours after brushing with Pepsodent GumCare+ compared with a positive control toothpaste.¹⁰

Effective zinc delivery to plaque 12 hours post-brushing¹⁰

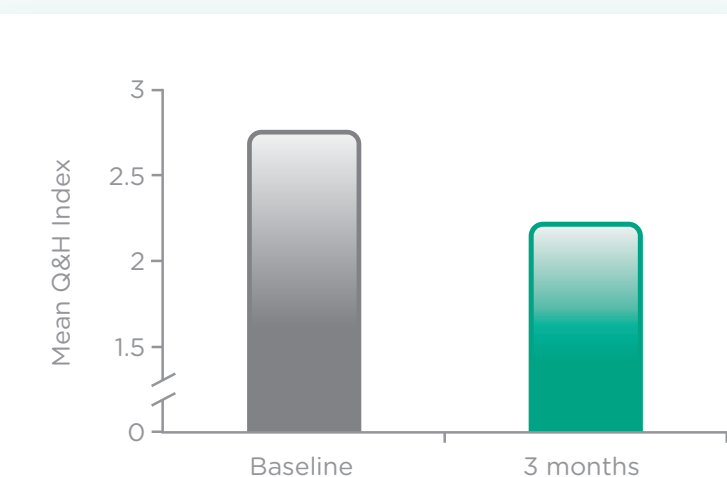


This was an in vivo study measuring total zinc concentrations in the plaque of subjects 12 hours after last brushing, following 1 week's use of Pepsodent GumCare+ or a control toothpaste.

CLINICALLY PROVEN TO REDUCE GINGIVAL PLAQUE

- + In a 3-month clinical study, Pepsodent GumCare+ significantly reduced gingival plaque levels as measured by the Modified Quigley and Hein Plaque Index.¹¹

Significant reduction in gingival plaque levels at 3 months¹²



Gingival plaque levels were assessed in subjects at baseline and 3 months following twice-daily use of Pepsodent GumCare+.