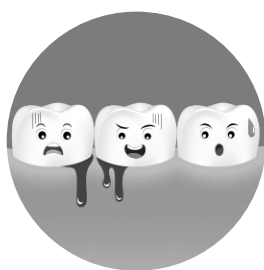


# ARE YOU AT A RISK OF GUM DISEASE?

Gum disease is an infection of the gum tissues that's mostly caused due to poor brushing habits and plaque build-up. Plaque forms on your teeth when starch and sugars in food interact with bacteria normally found in your mouth.



## WHAT CAN PUT YOU AT THE RISK OF GUM DISEASE?

- Poor oral health habits
- Smoking or chewing tobacco
- Hormonal changes, such as those related to pregnancy or menopause
- Recreational drug use, such as smoking marijuana or vaping
- Obesity
- Inadequate nutrition, including vitamin C deficiency
- Certain medications that cause dry mouth or gum changes
- Diseases like diabetes, rheumatoid arthritis, etc.



## HOW DO YOU KNOW IF YOU HAVE GUM DISEASE?

The most common signs of gum disease are

- Swollen or puffy gums
- Bright red, dusky red or purplish gums
- Gums that bleed easily
- Bad breath
- Pus between your teeth and gums
- Loose teeth or loss of teeth
- Painful chewing
- New spaces developing between your teeth



## DID YOU KNOW?

Gingivitis and periodontitis are together referred to as gum disease or periodontal disease.



### Gingivitis

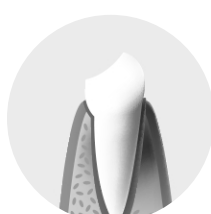
is a mild form of gum disease that causes irritation, redness and swelling of your gums.

It is important to take gingivitis seriously and treat it promptly or else it can lead to much more serious gum disease called periodontitis.



### Periodontitis

Untreated gingivitis over time can develop into periodontitis and ultimately tooth loss.



### The progression

As the plaque starts to spread and grow below the gum line, the toxins produced by the bacteria in plaque irritate the gums and our body's immune system attacks these substances.

This causes the tissues and bone that support the teeth to break down and get damaged.

The gums then start to form pockets by separating from the teeth. As the disease progresses, the pockets deepen and more gum tissues & bones are destroyed.



## HOW CAN YOU PREVENT GUM DISEASE?

- Brush twice a day
- Use toothpastes that are specifically formulated for keeping gums healthy. Toothpastes such as Pepsodent GumCare Plus contain Zinc Citrate, an antiplaque ingredient, and is clinically proven to prevent gingivitis and keep gums healthy
- Brush your teeth after meals, especially after eating food containing high sugar
- Quit smoking
- Eat a balanced diet
- Floss regularly to remove plaque from teeth
- Consult your dentist at the earliest if you notice bleeding gums

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