

KNOW THE SIGNS

8 out of 10
people show signs
of gum disease

?
TRUE
or
FALSE

<p>“ Bleeding gums are caused by brushing too hard ”</p> <p>✗</p> <p>False: Usually this is a sign you're missing areas when brushing</p>	<p>“ Gums always recede with age ”</p> <p>✗</p> <p>False: It can be a sign of gum damage or bone loss</p>	<p>“ Brushing should be comfortable ”</p> <p>✓</p> <p>True: Gum tenderness can be a sign of disease</p>
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THE PATH TO GUM DISEASE



Warning sign | Early stages | Serious disease

What **bad** looks like



Rough & dull



Pink foam



Swollen gums



Bad breath



Tender gums



Receding gums



Wobbly teeth

VS

What **good** looks like



Smooth & bright



White foam



Firm gums



Fresh breath



Comfortable gums



Snug fitting gums



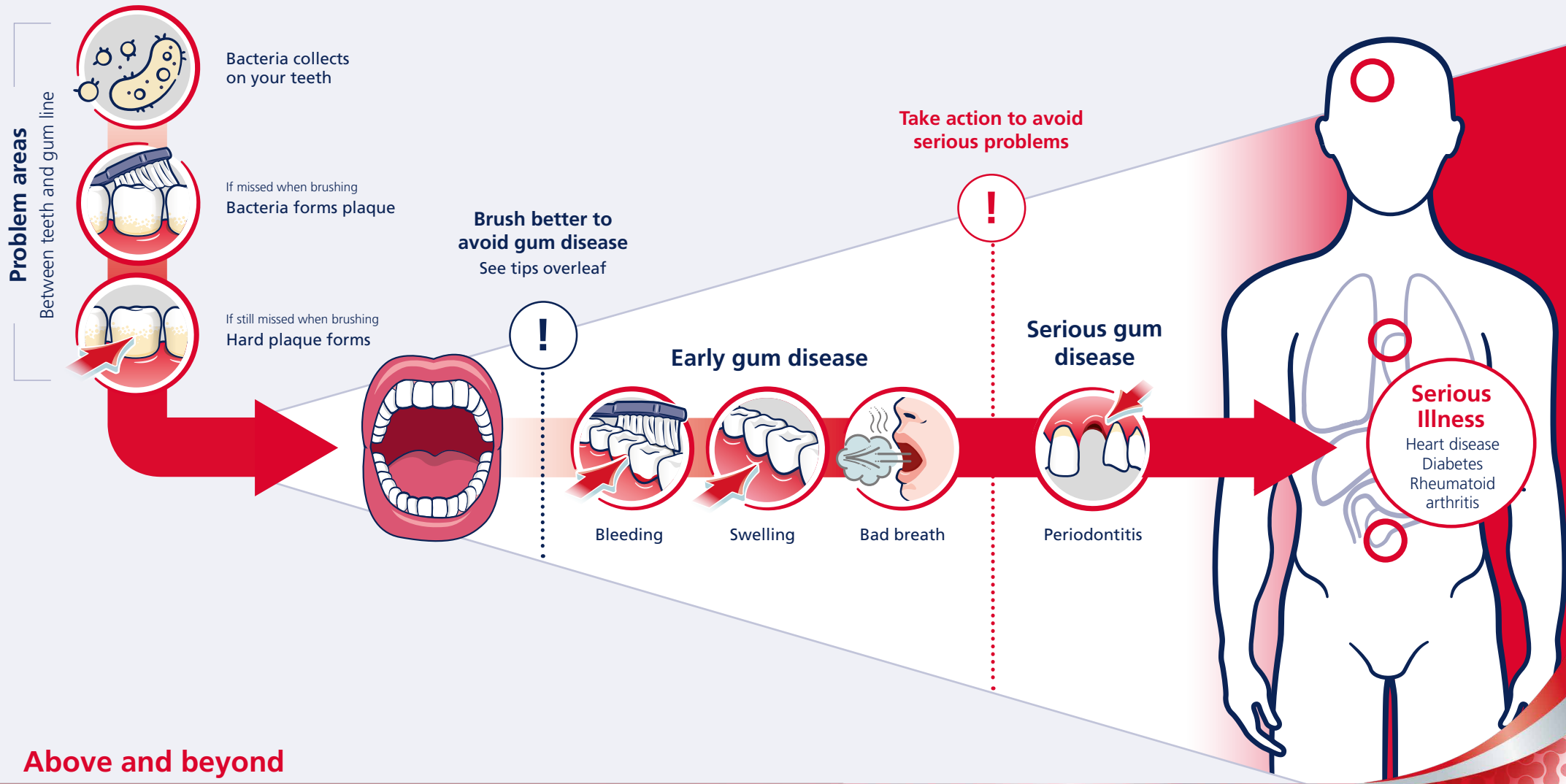
Secure teeth

Above and beyond
for gums

GUMS MATTER

GUMS ARE THE GATEWAY TO YOUR BODY

Don't give bacteria an easy route in. Brush thoroughly to prevent plaque build up and keep your body's vital barrier healthy



Above and beyond
for gums

HEALTHY GUMS

THE POWER IS IN YOUR HANDS

parodontax 

Get your gum health back on track with just a few simple daily steps



Two for two

Brush twice a day for two minutes and follow our 'Brush better' tips



Mind the gap

Clean between teeth with an interdental brush or floss



Arm yourself with the tools for success

Brush
Use a small brush, ensuring bristles aren't splayed



Toothpaste
Choose a toothpaste that cares for your gums*



Mouthwash
Your dentist may recommend a specialist mouthwash

HAPPY MOUTH, HAPPY YOU

With small simple steps every day you should feel better and have healthier gums in no time



Greater freedom to enjoy the food you love



More comfortable gums



Improved social confidence

BRUSH BETTER

Follow these better brushing tips and feel the difference



Get the gums

Tilt brush into the edge of gums



Have a system

One area at a time



Motion matters

Short circular movements



Reduce the pressure

Slight bend in bristles



TOP TIP:
Brush your tongue or use a tongue scraper

REDUCE YOUR RISK OF GUM DISEASE & OTHER ILLNESSES

Above and beyond

for gums

*with twice daily brushing