



## Blood in the sink?

You may  
be at risk for  
gum disease

- Learn how to prevent bleeding gums and practice better oral care

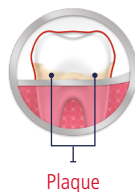
# parodontax



**1 in 3 adults surveyed suffers from bleeding gums**

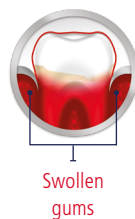
## What causes bleeding gums?

- Bleeding gums can be caused by a buildup of plaque, a sticky film made of bacteria. If plaque is not removed, it can irritate gums and lead to redness, inflammation, even bleeding.



## Bleeding gums may be a warning sign of something more serious

- If left untreated, bleeding gums could lead to gingivitis (early stage gum disease), periodontitis (late-stage gum disease), or eventual tooth loss.



## Go beyond brushing with regular toothpaste\*

- When included in your brushing and flossing routine, a specialty toothpaste helps disrupt the bacteria that leads to plaque buildup and gingivitis.



### Remember:

Regular dental visits in addition to at-home care are vital to maintaining healthy gums, which are foundational to good oral hygiene.

# LEAVE BLEEDING GUMS BEHIND

parodontax is clinically proven to help reduce bleeding gums

- When used twice daily with flossing and regular dental checkups, parodontax is 3X more effective at removing plaque when compared with regular toothpaste\*
- parodontax includes the benefits of your regular toothpaste,\* but is specially formulated to help reverse the effects of gingivitis.



## When it comes to gingivitis, regular toothpaste\* may not be enough

**For best results, use parodontax twice daily**



**For more information on bleeding gums, visit:  
[www.parodontax.com](http://www.parodontax.com)**

\*Sodium monofluorophosphate toothpaste.