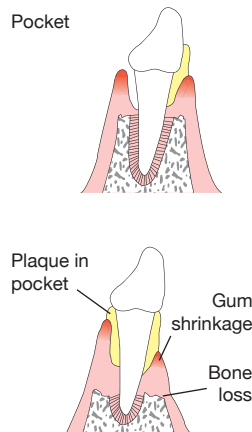


## HOW DOES GUM INFLAMMATION SPREAD?

In time, plaque around the crown of the tooth may spread down below gum level; this usually occurs slowly and the inflammation produced results in the formation of 'pockets' (spaces between teeth and gum) and also bone loss.



Periodontitis is the name given to the stage of gum disease when inflammation reaches the bone.

As more bone is destroyed, the tooth begins to loosen and as the pockets around it get deeper, abscesses can occur. Sometimes the gum will shrink and part of the tooth root will become exposed.



Periodontitis may reach an advanced stage without causing any pain.

## DO ALL TEETH IN THE MOUTH BECOME AFFECTED TO THE SAME EXTENT?

No. Teeth that are kept completely clean will stay free from gum disease. When present, periodontal disease is usually more severe towards the back of the mouth and between the teeth; these are areas that are difficult to keep clean and free of plaque.

## HOW DO I MAINTAIN HEALTHY TEETH AND GUMS?

To ensure you have healthy teeth and gums brush your teeth twice daily using a clinically proven toothpaste. Most toothpastes contain fluoride to help prevent cavities.

Today there are some toothpastes that contain a clinically proven antibacterial technology as well as fluoride. When combined with effective tooth brushing, they help maintain good oral health by reducing the bacteria responsible for gum problems.

### COLGATE TOTAL® PROVIDES WHOLE MOUTH PROTECTION AGAINST PLAQUE

- Sustained-Release antibacterial Technology
- Helps control regrowth of bacteria for 12 hours even on the soft tissue reservoirs



ASK YOUR DENTAL PROFESSIONAL ABOUT THE IMPORTANCE OF WHOLE-MOUTH PROTECTION

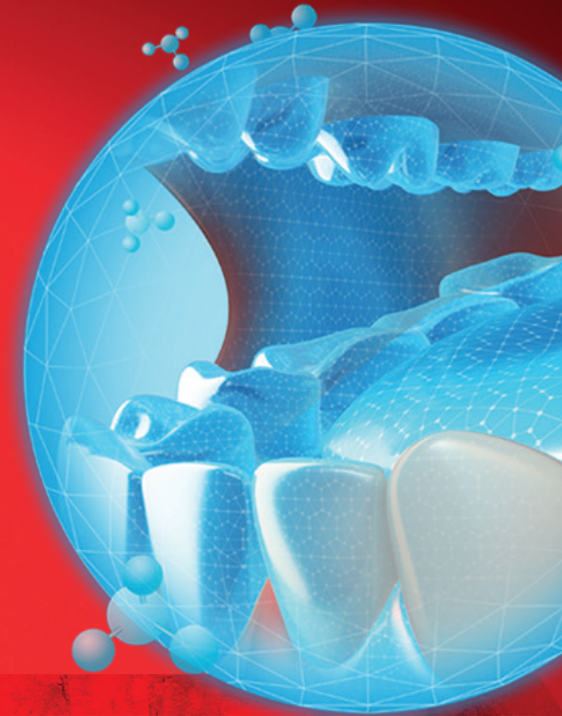
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## PLAQUE AND PERIODONTAL DISEASES

WHAT YOU SHOULD KNOW AND WHAT YOU CAN DO

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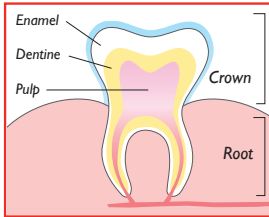
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This leaflet explains how you and your dental professional can work together to help prevent plaque and periodontal diseases.

## WHAT IS A TOOTH?

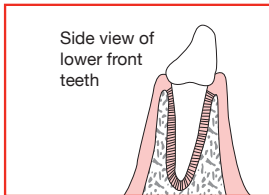
Teeth consist of a crown and root, which are formed by three elements; enamel, dentine, and pulp.

- Enamel covers the crown and is the hardest tissue in the body
- Dentine is the major part of the tooth
- Pulp contains nerves and blood vessels



## HOW ARE TEETH ATTACHED TO THE JAWS?

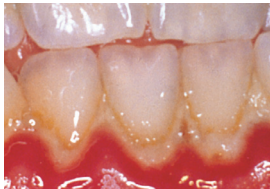
Each tooth has a root which is embedded in the jaw bone. The root is anchored to the bone by many tiny fibres.



The jaw bone is covered by soft gum tissue, which acts like a cuff around the neck of the tooth.

## WHAT IS PLAQUE?

The mouth contains millions of bacteria; they stick to the surface of your teeth and quickly multiply to form plaque.



Plaque is a film of bacteria which forms on the tooth surface.

Plaque is responsible for the two most common oral diseases; tooth decay and gum disease.

## WHAT IS TARTAR?

Tartar (calculus) is formed when minerals, such as calcium, in the saliva combine with plaque to make it hard. Once tartar has formed, it can only be removed by your dentist or hygienist.



Regular, effective plaque removal is the best way to prevent build-up of tartar.

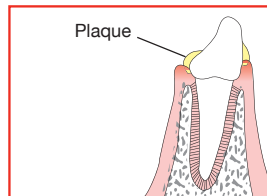
## WHAT ARE THE EARLY SIGNS OF PERIODONTAL DISEASES?

Periodontal disease can often go unnoticed until it is quite advanced. However, most people will notice signs like red, swollen gums; bleeding gums and bad breath.

A classic sign of gingivitis is when gums bleed during brushing and this is often the first indication of periodontal disease people notice.

## HOW DOES PERIODONTAL DISEASE START?

If plaque is allowed to build up on teeth, toxins produced by bacteria inflame the gums.



This early stage of periodontal disease is called gingivitis.

## WHAT DO INFLAMED GUMS LOOK LIKE?

Inflamed gums are red, swollen and bleed on brushing.



Plaque is often visible on the surfaces of teeth, next to areas of inflammation.

## CAN GINGIVITIS BE TREATED?

Yes. Gums affected by gingivitis can be treated to restore healthy gums. Your dentist or hygienist will remove all tartar and plaque professionally and show you how to improve the way you clean your teeth.



After this treatment, thorough toothbrushing twice a day together with regular interdental cleaning will help ensure that your gums will stay healthy.

## CAN PERIODONTITIS BE TREATED?

In contrast to gingivitis, periodontitis involves some loss of the supporting tissue around the tooth. Although this is not reversible, treatment can help ensure that further progression is stopped and the affected tooth or teeth can be saved.



Your dentist or hygienist will remove any deposits from pockets around affected teeth.

