

Why Reinvent Oral Care?



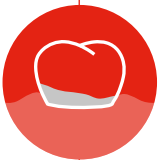
A Permanently Challenged Ecosystem

21st century science has revealed that the mouth is a dynamic ecosystem, which is permanently exposed to environmental and behavioral challenges. Patients need to understand this and be proactive in managing those daily challenges to avoid an 'allostatic overload', which can result in disease. As each life-stage presents new challenges, **all patients benefit from guidance and support to stay healthy - including the ones without obvious signs of disease.** Science aims to continuously improve our understanding of the oral ecosystem, so that we can better support patients to effectively maintain their health.



Prevention is Key for All Patients

Oral care prevention is paramount across all life stages and for all types of patients. The population is aging at the same time that increasing numbers of people are retaining their natural teeth into old age. This means **we need to focus on care not cure.** Progressive health systems can help increase the focus on prevention for all patients.



The Role of the Biofilm

'Fighting the biofilm battle' is still central to help prevent the two most common oral diseases – caries and periodontal diseases. There is now a clear **shift in approach from needing to eliminate the biofilm, to modulating or managing a 'healthy biofilm'** and supporting the body's natural defenses to overcome oral challenges.



New Colgate Total® Toothpaste

Driven by a dynamic dual zinc system, enhanced by arginine, new Colgate Total® toothpaste **proactively protects all surfaces¹ of the mouth** and works with the natural chemistry and biology of the mouth. Zinc is known for its antibacterial properties and the Dual Zinc & Arginine formula enables an **improved delivery, penetration and retention of zinc in bacterial biofilms** throughout the mouth.²

The Step Forward: Empower Your Patients for Whole Mouth Health

- Empowering your patients for everyday prevention can help them manage daily challenges and therefore maintain a balanced ecosystem in the mouth.
- Help your patients achieve Whole Mouth Health by reminding them that a healthy mouth requires proactive care and effective biofilm control on both soft and hard tissues.
- A next generation product that works with the mouth's natural chemistry and biology can help control the biofilm in the whole mouth, deliver comprehensive clinical benefits and stimulate patient compliance.

¹ Statistically significant greater reduction of cultivable bacteria on teeth, tongue, cheeks, and gums with Colgate Total® vs non-antibacterial fluoride toothpaste at 4 weeks, 12 hours after brushing.

² Manus L, et al. J Clin Dent 2018, 29 (Spec Iss A).