



A thumbs up to your oral health.
That's our goal!

How is good Oral Hygiene Practiced?

Maintaining good oral hygiene is one of the most important things you can do for your teeth and gums. Healthy teeth not only enable you to look and feel good, they make it possible to eat and drink properly. Good oral health is important to your overall well-being.

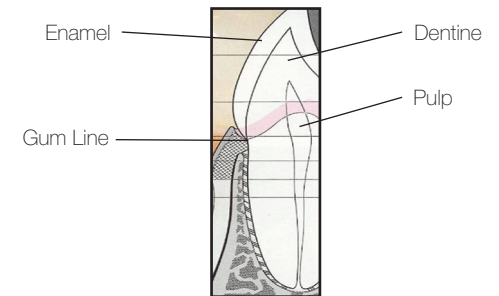
Daily preventive care, including proper brushing and flossing, will help stop problems before they develop and is much less painful, expensive, and worrisome than treating conditions that have been allowed to progress.



In between regular visits to the dentist, there are simple steps that each of us can take to decrease the risk of developing tooth decay, gum disease and other dental problems. These include:

1. **Brush your teeth twice a day with a fluoride toothpaste**
2. **Change your toothbrush every three months**
3. **Avoid sugary snacks between meals**
4. **Clean between the teeth using floss and interdental brushes**
5. **Visit your dentist regularly**

What's in a tooth?



- Enamel covers the crown and is the hardest tissue in the body.
- Dentine constitutes the major part of the tooth and gives teeth their colour.
- Pulp is rich in nerves and blood vessels.

What is Good Oral Hygiene?

Good oral hygiene results in a mouth that looks and smells healthy. This means:

- Your teeth are clean and free of debris.
- Gums are firmly held against teeth and do not hurt or bleed when you brush or floss.
- Bad breath is not a constant problem.

If your gums do hurt or bleed while brushing or flossing, or you are experiencing persistent bad breath, see your dentist. Any of these conditions may indicate a problem.

Your dental professional can help you learn good oral hygiene techniques and can help point out areas of your mouth that may require extra attention during brushing and flossing.

Proper Brushing Technique



- Tilt the brush at a 45 degree angle against the gum line and sweep or roll the brush away from the gum line.



- Gently brush the outside, inside and chewing surface of each tooth using short back and forth strokes.



- Gently brush your tongue to remove bacteria and freshen breath.

Proper Flossing Technique



- Use about 18" of floss, leaving an inch or two to work with.



- Gently follow the curves of your teeth.



- Be sure to clean beneath the gum line, but avoid snapping the floss on the gums.

Oral Care Guide

What is plaque?

- Plaque is the film of bacteria which constantly forms on all teeth. It gathers next to the gums and in all the hard-to-reach places between teeth.
- You can't stop plaque forming. However, it can be removed by regular brushing.
- Plaque damages teeth and gums, causing tooth decay and gum disease.

Remove plaque by using a proper brushing technique

- Brushing with fluoride toothpaste and reducing the amount of sugar in your diet will help.



What is tooth decay?

- Tooth decay is caused when plaque builds up on your teeth and gums and uses the sugar in food and drinks to produce acid that attacks tooth enamel.
- Over time, the tooth enamel begins to break down and cavities are formed which, if left untreated, can destroy a tooth.

Preventing tooth decay

- By using any Colgate toothpaste you will strengthen teeth and help repair weak spots before cavities start. They contain fluoride to help fight cavities on teeth surfaces and exposed roots.

What is Gum Disease?

- Gum disease is inflammation of tissues that attach teeth to the jaw.
- If plaque is allowed to build up on teeth, toxins produced by bacteria make the gums red and swollen. This is a sign of gingivitis - the first indication of gum disease.
- If you do not remove plaque, it may spread down to below the gum level, resulting in bone destruction and gaps forming between the teeth and gums.

Try: Colgate 360° Deep Clean Toothbrush

- The Colgate 360 toothbrush is clinically proven to be more effective at removing plaque than an ordinary manual toothbrush.
- The brush is proven to reduce gingival bleeding.
- Soft textured tongue cleaner reduce bad breath.
- It is recommended you replace your toothbrush every 3 months or when the bristles are splayed.



Try: Colgate Total Toothpaste*



- An everyday toothpaste with a unique and clinically proven antibacterial formulation for 12 hour protection.
- Protection against plaque, gingivitis, tartar and cavities.
- First and only toothpaste clinically proven to limit the build up of harmful bacteria above and below the gum line.

What is Tooth Sensitivity?

*Up to 30% of adults experience sensitive teeth or dentine sensitivity. This most often occurs when the gum recedes and exposes the underlying dentine. Other causes can be toothbrush abrasion caused by an inaccurate toothbrushing technique and/or by using an inappropriate toothbrush. Excessive acidic food and fizzy drinks can also erode the tooth surface and expose dentine.

Relieve Sensitivity by:

- Continuously using a sensitive toothpaste to soothe the nerve endings and provide ongoing relief from pain.
- Use a toothbrush specifically designed for sensitive teeth.
- Use a mouthrinse specially designed to assist in the care of sensitive teeth and gums.
- Visit your Dentist.

Try: Colgate Sensitive Fresh Stripe Toothpaste**

- An everyday toothpaste with clinically proven relief and protection for sensitive teeth.
- Unique combination of active ingredients deliver unsurpassed dentine hypersensitivity relief.
- Protection from cavities.
- Fresh and great taste.
- Use twice daily as a regular toothpaste.

