

What is Oral Health Month?

- September is once again Colgate Oral Health Month, which has been running for six years. Colgate Oral Health Month has become a leading UK campaign for establishing and promoting better oral health habits.

Four steps to better oral health

1. Brush your teeth twice a day with a fluoride toothpaste.
2. Replace your toothbrush every three months.
3. Try to avoid sugary food and drinks, especially between meals.
4. Visit your dentist regularly.

To help prevent gum disease and to keep your gums healthy follow these simple steps

1. Brush your teeth twice a day using an appropriate toothpaste to help fight cavities and remove plaque
2. Pay particular attention to where the tooth meets the gum
3. Clean between the teeth using floss or interdental brushes

Colgate-Palmolive

- For more information on Colgate-Palmolive products, to find out where you can buy them or to learn more about the Colgate Oral Health Month campaign in September, simply call: 0800 195 3396.
- Alternatively check out the website at: www.colgateohm.co.uk

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SEPTEMBER IS...



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Colgate
Oral Health Month



A Family
Guide



www.colgateohm.co.uk

What happens if I don't remove all plaque?

- If plaque is allowed to build up, toxins are produced which can make the gums red and swollen, and they may bleed when brushed – this is known as gingivitis and is the first indication of gum disease.
- Regularly and thoroughly brushing the teeth and gums will help prevent gum disease.

What causes tooth decay?

- Plaque bacteria use the sugars in food and drinks to produce acid which attacks tooth surfaces and dissolves enamel. With repeated acid attack the enamel will eventually break down, forming holes or 'cavities'.
- Using a fluoride toothpaste and avoiding sugary snacks and drinks are your best weapons against tooth decay.

Colgate Total Toothpaste* has a unique combination of a sustained action anti-bacterial system and fluoride, so it gives you long-lasting protection in-between brushings.

Colgate 360° Toothbrush is an innovative, high performance manual brush, designed to give you a whole mouth clean. This unique clean is thanks to four innovative benefits that work together for best results:

- Removes odour causing bacteria
- Cleans between teeth and along the gumline
- Polishes teeth
- Reaches back teeth.

Sensitive teeth

- Tooth sensitivity affects one in four adults at some time or other.
- It is caused by a wearing away of the tooth's surface or gum tissue. The tooth nerve endings are exposed so when heat, cold or pressure hits, it hurts.

Colgate Sensitive Toothpaste* soothes the nerve ends and provides fast relief from tooth sensitivity. With regular use, **Colgate Sensitive Toothpaste*** ensures long term sensitivity protection.

Used together with the **Colgate Sensitive 360° Toothbrush** has all the benefits of the regular 360° toothbrush but with the addition of Ultra Soft bristles to clean teeth gently but effectively. The extra soft bristles offer maximum comfort for sensitive teeth and gums.

*Always read the label

Stain removal

- Whilst many people would like to have 'movie-star' white teeth, there is significant variation in the natural colour of teeth. However, there are factors which can substantially alter their colour.
- Tooth staining can be caused by tobacco, coffee, tea, red wine, highly-pigmented foods and the accumulation of tartar deposits.
- Thorough cleaning by a dental professional will remove most external staining.

Colgate Advanced White Toothpaste contains microcrystals that gently polish your teeth to restore and maintain their natural whiteness.

Colgate Total Plus Whitening Toothbrush combines Triple Acion Bristles, clinically proven to clean deep down between the teeth and along the gum line, and spiral bristles to polish teeth surfaces.

Breath freshness

- 96% of people think that fresh breath is very important.*

- The main origins of bad breath are:
 - Bacteria in the mouth or a dry mouth.
 - Poor dental hygiene.
- The best way to prevent bad breath is to brush all tooth surfaces thoroughly at least twice a day.

- The back of your tongue is another area where bacteria gather, so don't forget to brush here as well.

Colgate Max Fresh Toothpaste is the first toothpaste to be infused with cooling crystals, which dissolve completely as you brush, releasing a burst of freshness, whilst also giving you whiter teeth and protection against cavities.

Colgate Plax mouthrinse has a complete care formula which provides long lasting fresh breath and is clinically proven to give 12-hour protection against bacteria and plaque.

*Colgate Bases Study 2002



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