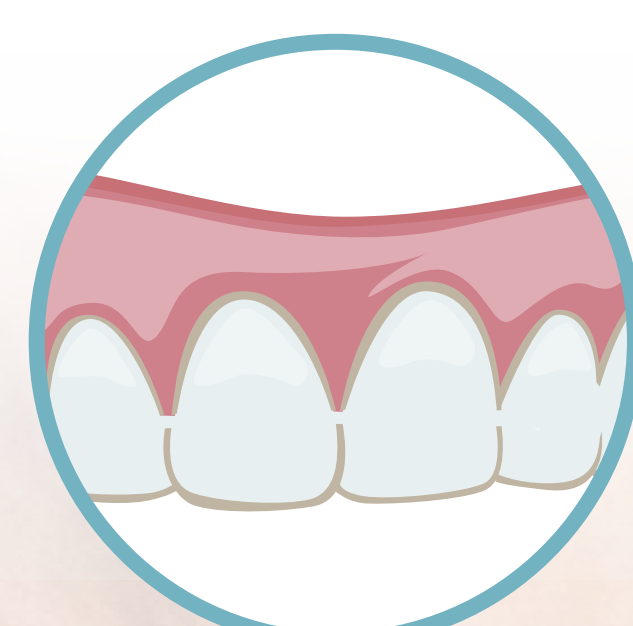


Why healthy gums matter

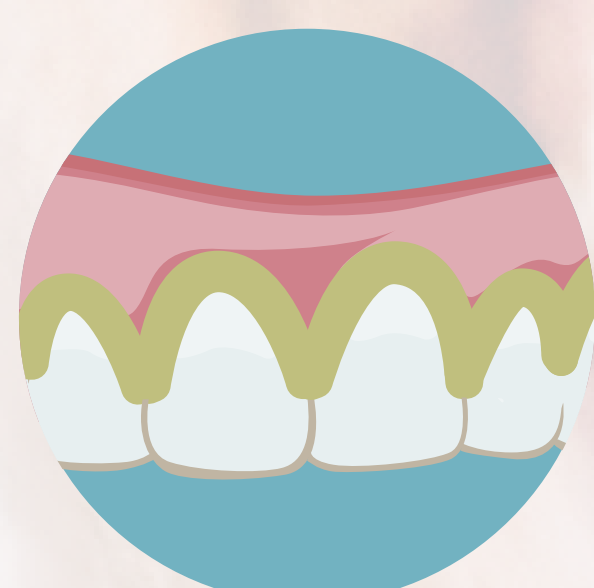
Healthy gums are pink and clean, holding our teeth firmly in place. They **never bleed or become swollen**.

Healthy gums are essential for the correct functioning of the mouth and enable us to eat and speak properly. They are also important to our smile and allow us to express ourselves socially with self-confidence.



Gum disease not only threatens all this, it can also lead to other health problems.

What triggers gum disease is:

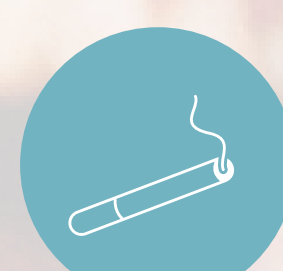


DENTAL PLAQUE
accumulates because of
poor oral hygiene

Risk factors are:



Diabetes
& prediabetes



Smoking



Obesity
& unhealthy diet



Some medications



Pregnancy
hormones



Stress

Gum diseases

GINGIVITIS



Moderate
gum pocket

PERIODONTITIS



Serious
gum pocket

SEVERE PERIODONTITIS



Severe
gum pocket

PERI-IMPLANTITIS



Serious
gum pocket

Gum diseases can go unnoticed for years and are serious, as they



• are **chronic**

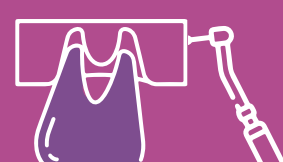


• can cause **tooth loss**

• are the **most common medical conditions** among adults



8 out of 10 people
aged 35+ suffer
from gum disease



Severe periodontitis
alone is the 6th most
pervasive condition

Cerebrovascular disease

Chronic obstructive
pulmonary disease

Heart disease

Type 2 diabetes

Chronic kidney disease

Rheumatoid arthritis

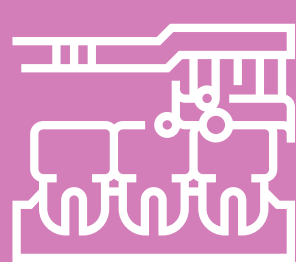
Obesity

• are related to other
dangerous diseases

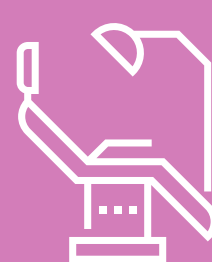


Gum disease represents a major cause
of health expenditure

Luckily, they can be **successfully prevented and treated**,
so **take action now:**



Brush your teeth
twice a day



Visit your dentist
or periodontist



Control your
risk factors



Healthy gums can improve your life as they:

Prevent your teeth
from loosening
or falling out



Help you to prevent
or control various
systemic diseases



Save your lovely, natural smile

Prevent bad breath



Prevent irreversible damage
to your teeth & gums

Prevent chewing problems



Prevent premature birth and other
adverse pregnancy outcomes

Prevent speech problems



Prevent aesthetic problems

12 May, Gum Health Day 2020 - an EFP global initiative

SAY NO TO BLEEDING GUMS