Periodontal (gum) disease is more common than you may think. In fact, nearly 50% of American adults suffer from some form of periodontal disease. In the initial stages of the disease, tissue that supports and surrounds the teeth is attacked; in the later stages, bone tissue is affected as well, causing the gum line to recede and the teeth to loosen and decay.

Gingivitis
Gingivitis is the mildest form of gum disease, characterized by red, swollen gums that easily bleed upon probing. This inflammation is caused by a buildup of plaque, the sticky, colorless film of bacteria that forms on your teeth.

What to look for
- Gums that bleed during brushing or flossing
- Gums that are red, puffy, swollen, or tender
- Constant bad breath or a bad taste in your mouth

Did you know?
50% of American adults over the age of 30 suffer from some form of periodontal disease. That’s over 64 million adults in the U.S. alone!

Periodontitis*
If left untreated, the bacteria in plaque begin to damage the tissue that supports and surrounds the teeth. This area of tissue is referred to as the periodontium, a Greek word that means “around the tooth.” As the disease progresses, it begins to attack and destroy the bone tissue as well. During this stage, bad breath, gum inflammation, and bleeding significantly worsen. At this stage, using toothpaste alone will not reverse the condition and professional intervention is needed.

Did you know?
Periodontium is a Greek word that means “around the tooth.” Periodontitis is when plaque and calculus begin to damage the tissue that surrounds the teeth.

Advanced Periodontitis
As the bacteria from plaque and calculus continue to attack the periodontium and bone tissue, the gum recedes and teeth may begin to loosen. During this stage, you can suffer from severe bad breath, pain while chewing food, increasingly severe bleeding gums, and tooth loss.

What to look for
- Teeth that look longer because your gums have receded
- Gums that have separated, or pulled away from your teeth, creating a pocket
- Changes in the way your teeth fit together when you bite
- Pus coming from between your teeth and gums

*parodontax™ toothpaste is indicated for treatment of gingivitis, not periodontitis.
4 Steps to Help Maintain Healthy Gums

1. Floss or use interdental brushes to remove plaque from hard-to-reach areas, like in between your teeth and at the back of your mouth.
2. Brush your teeth twice daily with a therapeutic gum health toothpaste like parodontax™.
3. Use a manual or electric toothbrush, paying particular attention to your gum line when brushing.
4. Visit your dentist regularly.

Did You Know?
A professional dental cleaning is about much more than just polishing your teeth. In fact, your dental practitioner is removing the plaque and tartar above and below your gum line to help prevent the development of more severe gum problems. Following this dental visit, you can continue to maintain healthier gums by monitoring symptoms and managing your gum health at home.

Appointment Reminder: