

# Why healthy gums matter

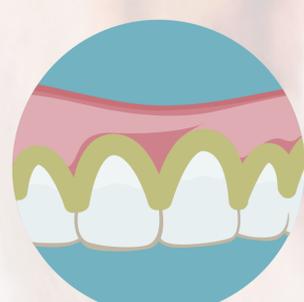
Healthy gums are pink and clean, holding our teeth firmly in place. They **never bleed or become swollen**.

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



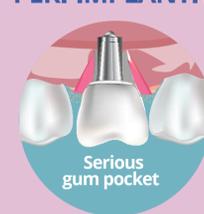
Serious gum pocket

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