

You Could Have **Gingivitis...** and **Not Even Know It!**

Why Gingivitis Needs Your Attention NOW!

When your day starts with a slight bleeding of your gums as you brush or floss, *don't ignore it!*

If any other part of your body started bleeding when you cleaned it, you wouldn't think it was normal and ignore it!

The truth is, it's never normal for your gums to bleed easily or to become red and swollen. It's called *gingivitis*, the mildest form of gum disease.

There are usually no warning signs in its early stages! *You could have gum disease and not know it!*

Good Oral Hygiene Prevents Gum Disease!

Gingivitis starts off with a buildup of *plaque*; an invisible sticky film made up of harmful bacteria, saliva and food particles.

It can form within 24 hours after brushing and flossing your teeth.

When plaque is not controlled with daily home care

and regular professional cleanings, it can accumulate below your gum line and form calculus. *That's when serious trouble starts!*

Gingivitis is 100% Reversible!

The good news is that gingivitis is 100% reversible with professional treatment and good oral home care. That's because gingivitis only affects the tissue above your gum line.

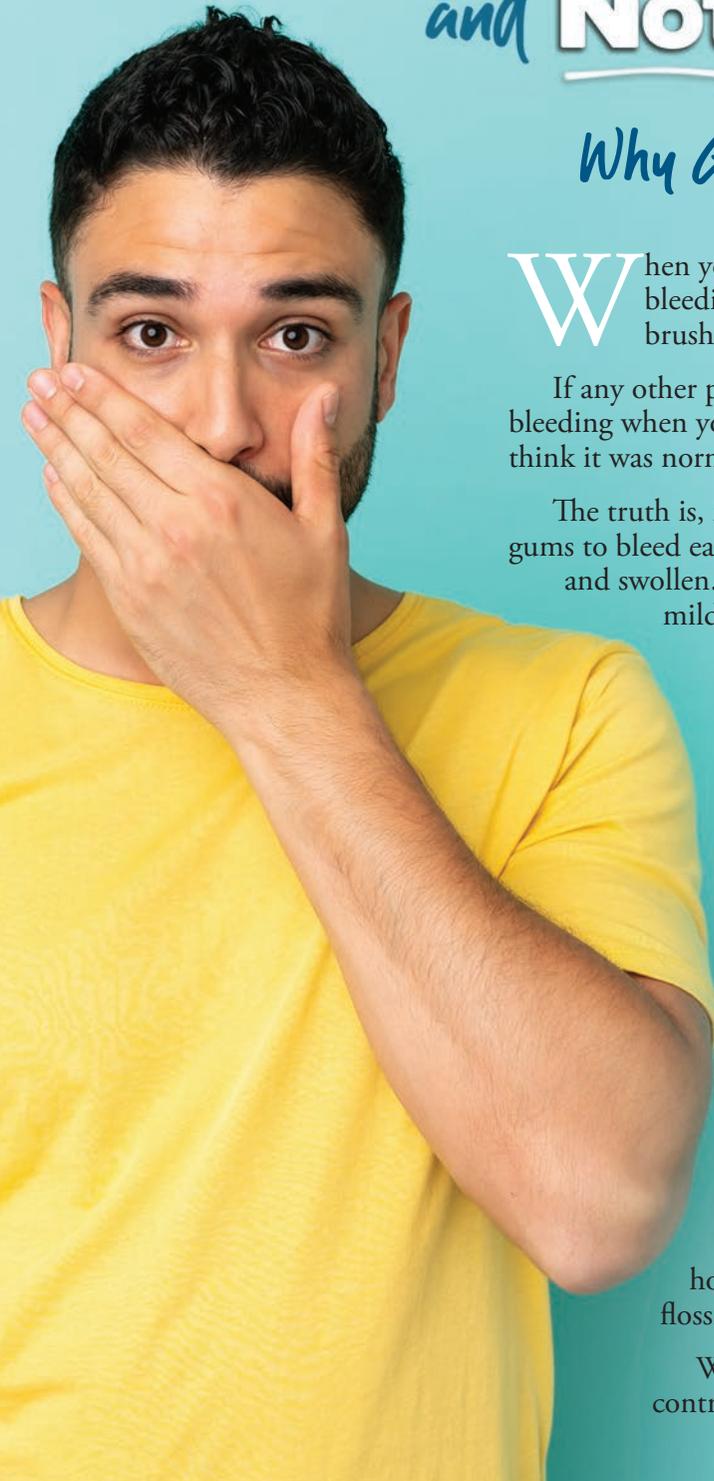
The bad news is, left untreated, it can progress to *periodontitis*, advanced gum disease.

Periodontitis causes infection and destruction of the tissue and bone below your gum line.

As the infection spreads, periodontitis can result in significant bone loss, tooth loss and systemic health issues, such as an increased risk of heart attack and stroke.

Advanced periodontitis is NOT reversible and often will require oral surgery and bone grafts.

**So DON'T WAIT until it's too late...
*call now!***





Protect Your Brain with Excellent Oral Health!

Research confirms that **good dental hygiene is a must** if you want to keep your mental faculties intact as you age!

Studies have already shown that advanced gum disease is associated with numerous systemic health problems, *i.e. Diabetes, Stroke, Cardiovascular Disease.*

Now it appears as though gum disease and your brain health are connected in more subtle, but very important ways.

A Healthy Mouth and a Healthy Brain Go Hand-in-Hand!

While a cause-and-effect relationship hasn't been established to explain the exact role of periodontitis in other systemic conditions, current research does point to a link to your overall health!

While more research needs to be done, what's already out there is literally mind boggling!

Better oral hygiene and regular dental visits may play a role in slowing cognitive

decline as people age, although evidence is not definitive enough to suggest that one causes the other.

The findings, published in the *Journal of the American Geriatrics Society*, come from the first systematic review of studies focused on oral health and cognition: two important areas of research as the older adult population continues to grow.

Better oral hygiene and regular dental visits may play a role in slowing cognitive decline as you age!

"Clinical evidence suggests that the frequency of oral health problems increases significantly in cognitively impaired older people, particularly those with dementia," said Bei Wu, PhD, of Duke University's School of Nursing in Durham, NC.

Stay Sharp and Focused at ANY Age!

Your oral health is an important part of maintaining your overall well-being. ❖

Call our office today!



The Secret to a Better Love Life May Be a Great Smile!

First impressions are made within the first 10 seconds. And you don't get a second chance to make a good first impression!

Nationally recognized lifestyle expert, Justine Santaniello, knows first-hand the challenges that nearly 100 million U.S. singles face when navigating the dating world, "What is clear from loads of research and my personal experience is that having a winning smile often influences whether you even get that first date."



Whether you're looking for love online or in-person... Your Smile Matters!

The "Singles & Smiles" online survey conducted by Harris Interactive of 2,000 adults showed...

92% state a mouth-related trait as a major turn-off in a potential partner (bad breath being the worst offender)

18% of adults feel they are being held back from finding love by their imperfect smile

82% agreed that the first thing people notice about others is their smile

75% would rather kiss someone with a nice smile than someone with crooked teeth

30% admit that their teeth make them self-conscious

21% of adults feel that straightening their teeth would help them change "single" to "in a relationship"

Don't put your stunning smile on hold one more day...

Make your appointment Today!



When "Swishing" with a Mouthwash Makes Sense!

It's estimated that about **25% of the population suffers from chronic bad breath, or halitosis.**

Nothing ruins a close-up conversation, job interview, or a first date like bad breath. You don't have to be embarrassed anymore!

Sure, mouth rinses work wonders for a quick fix. But an odor masker isn't the answer!

For a healthy, confident smile, let us help you eliminate...not cover-up bad breath!

Breath odor can be a sign of something more serious, such as tooth decay, gum disease, dry mouth, a respiratory tract infection, sinusitis, stomach problems or even diabetes.

An oral exam can help us determine what's causing your bad breath, along with other dental health problems.

Enjoy Fresh Breath That Lasts!

Remember, mouth rinses and mints will never replace proper oral hygiene; brushing your teeth and tongue,

flossing and regular in-office cleanings.

During your next visit, we'll guide you through home care tips that can keep your breath fresh between cleanings.

Don't Fall for False Claims!

Stop wasting your time and money on mouthwashes that haven't been tested for safety and effectiveness.

Once we've completed your oral examination, we'll recommend the most effective mouthwash for your unique situation.

Types of Mouthwashes:

Therapeutic rinses can help reduce plaque, gingivitis, cavities and bad breath. They can be helpful in the treatment of gum disease.

Cosmetic mouthwashes leave a pleasant taste but don't kill bacteria that cause bad breath. It's okay to use these when you're totally free of gum disease. ❖