

HAPPY MOUTH, HAPPY YOU

With small simple steps every day you should feel better and have healthier gums in no time

			Smooth & bright teeth
			Improved social confidence
			Greater freedom to enjoy the food you love

REDUCE YOUR RISK OF GUM DISEASE

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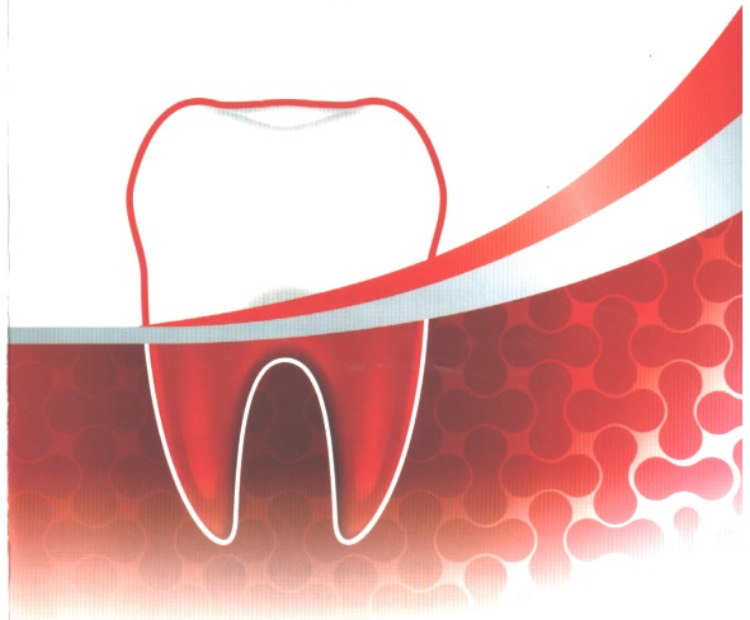
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Above and beyond
for gums

GUM HEALTH

GUMS MATTER

Commit to a healthier you



parodontax toothpaste makes it easy

Taste the difference and make removing plaque easier with a specialist daily toothpaste for healthy gums*



*with twice daily brushing

Your dentist has identified you're one of the **8 out of 10** people showing signs of gum disease



TRUE OR FALSE

Bleeding gums are caused by **brushing too hard**



False: Usually this is a sign you're missing areas when brushing

Gums **always** recede with age



False: It can be a sign of gum damage or bone loss

Brushing should be **comfortable**



True: Gum tenderness can be a sign of disease

HEALTHY GUMS

THE POWER IS IN YOUR HANDS

Get your gum health back on track with just a few simple daily steps



Two for two

Brush twice a day for two minutes



Mind the gap

Clean between teeth with an interdental brush or floss



Brush

Use a small brush, ensuring bristles aren't splayed



Toothpaste

Choose a toothpaste that cares for your gums*



Mouthwash

Your dentist may recommend a specialist mouthwash

Arm yourself with the tools for success

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*with twice daily brushing