

**Colgate®**

**GHP**  
GUM HEALTH PHYSICAL

1 OUT OF 2  
AMERICAN ADULTS  
SUFFER FROM GUM DISEASE

COULD YOU  
BE

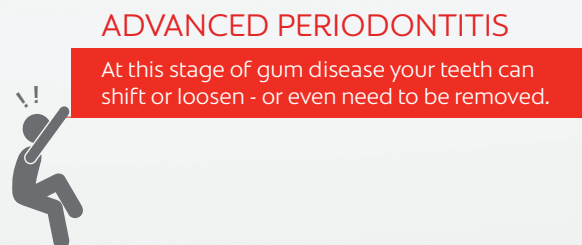


Ask your dentist or hygienist today  
about the **Gum Health Physical**, a  
tool designed to help you improve  
your gum health.

## What is Gum Disease?

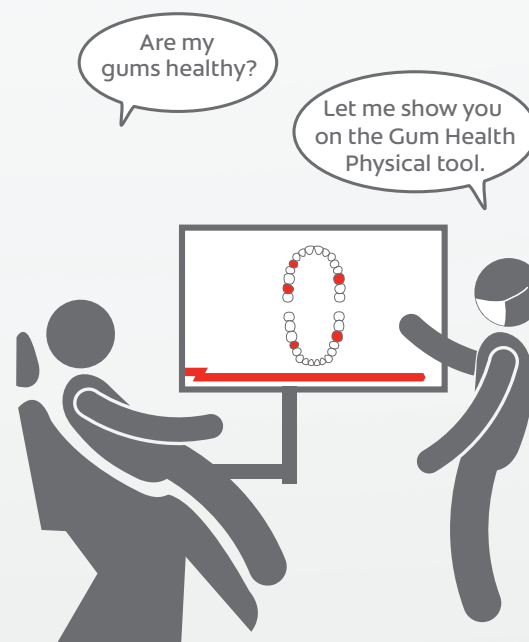
Gum disease is an inflammation of the gums, caused by bacteria in plaque, that can lead to the deterioration of tissues and bone that support your teeth.

Here are the stages of gum disease:



## How Can I Prevent Gum Disease?

Along with regular brushing and flossing to eliminate plaque, being aware of the state of your gum health is one of the best ways to decrease the chance of gum disease.



## What is Gum Disease?

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Here are the stages of gum disease:



### GINGIVITIS

At this early stage, gum disease can be reversed.



### PERIODONTITIS

At this stage, there is irreversible damage.

### ADVANCED PERIODONTITIS

At this stage of gum disease your teeth can shift or loosen - or even need to be removed.



## How Do I Know if I Have Gum Disease?

Signs of early gum disease include:

- Gum redness, or puffiness
- Bleeding while brushing, flossing, or eating hard food
- Receding gums that make teeth appear longer
- Persistent bad breath, even after tongue cleaning or using mouth rinse



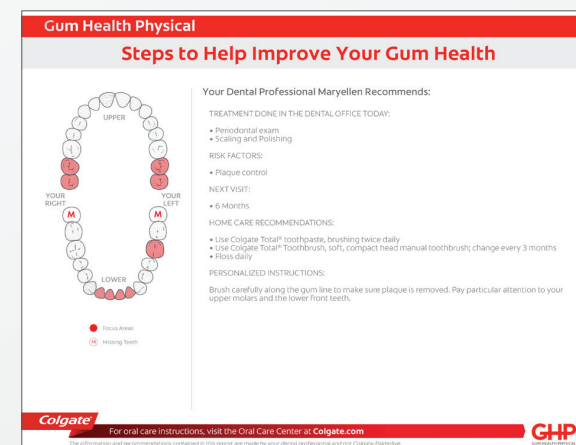
Maintaining healthy gums is an important part of your oral health.



Ask your dentist or hygienist about receiving a **Gum Health Physical**.

## Ask About the Gum Health Physical Today

The Gum Health Physical is a tool used by your dentist or hygienist to help you understand what parts of your mouth need extra attention.



An example GHP report

When you leave, your dentist or hygienist will give you a **personalized report** you can use to improve your oral health at home.

With the **Gum Health Physical**, you can take home a **personalized report** that you can use to improve your oral health.

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Ask your dentist or hygienist about the **Gum Health Physical** today!

**GHP**

GUM HEALTH PHYSICAL

*Brought to you by Colgate Total®*