YOU CAN’T ALWAYS SEE GUM DISEASE

THIS OFTEN SILENT DISEASE COULD BE PUTTING YOUR TEETH AT RISK AND YOU MAY NOT EVEN KNOW IT

Signs of gingivitis, an early form of gum disease, are puffy red gums that may bleed when you brush. Gingivitis can be reversed.

Left untreated, gingivitis can progress to periodontitis, a more advanced form of gum disease. This can result in irreversible damage to the supporting bone structure, which can ultimately lead to tooth loss.

Talk to your dental hygienist today about a toothpaste that can help reverse gingivitis.
COLGATE TOTAL® IS CLINICALLY PROVEN TO REVERSE GINGIVITIS.*

ONLY Colgate Total® is FDA-approved† and ADA-accepted to help prevent gingivitis, an early form of gum disease.

Sticks to teeth and gums to help protect against plaque germs, the leading cause of gingivitis.

SUSTAINED 12-HOUR ANTIBACTERIAL PROTECTION

Visit colgate.com for more information about how to prevent and reverse gingivitis.

*Vs. non-antibacterial fluoride toothpaste. †Colgate Total® toothpaste is approved through the New Drug Application process. Not approved for the prevention or treatment of serious gum disease or other diseases.

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