IF YOU HAVE DIABETES, WHAT YOU PUT HERE CAN IMPACT YOUR GUM HEALTH

People with diabetes have a **2x greater** risk of developing gum disease

**Colgate® Total** can help.
Open to learn how.

a national strategic partner of American Diabetes Association®
Oral health and diabetes — the simple facts.

People with diabetes are 2x more likely to develop gum disease. That’s because they’re generally more susceptible to bacterial infection and have a decreased ability to fight the germs that invade the gums.

- Serious gum disease may also affect the ability to control blood glucose levels and can potentially contribute to the progression of diabetes.*

- Gum disease, if left untreated, can also lead to tooth sensitivity, gum recession and exposed tooth roots.

Help prevent gum disease with Colgate Total®

Reduces 90% of plaque germs that cause gingivitis, the most common form of gum disease**

Contains an antibacterial ingredient that fights germs for 12 hours after brushing

Only toothpaste that is a national strategic partner of the American Diabetes Association

**vs. ordinary, non-antibacterial toothpaste 12 hours after brushing.
The American Dental Association Council on Scientific Affairs’ acceptance of Colgate Total® Gum Defense toothpaste is based on its finding that the product is effective in helping to prevent and reduce tooth decay, gingivitis and plaque above the gumline, and bad breath, and to whiten teeth by removing surface stains, when used as directed.
Gum disease — a leading cause of tooth loss.

Contact your dentist if you experience any of these signs of gum disease:

**Stage 1 – Gingivitis**
- Gums bleed when you brush; you see pink in the sink
- Gums are red, swollen or tender
- Sensitive teeth
- Bad breath

**Stage 2 – Early Periodontitis**
- Inflammation progresses into supporting structures of teeth
- Gums begin to separate from teeth

**Stage 3 – Moderate Periodontitis**
- Continued inflammation and destruction of the supporting structures of the teeth
- More noticeable bone loss; some tooth movement

**Stage 4 – Advanced Periodontitis**
- Bone loss and tooth mobility increases
- Eventual loss of one or more teeth

Gum disease is preventable.

Use good oral care habits every day:

- **Brush for 2 minutes 2x per day** with a soft-bristled toothbrush and a toothpaste specially formulated for gum health, like Colgate Total.

  - Tilt the brush at a 45° angle against the gumline and sweep or roll the brush away from the gumline.

  - Gently brush the outside, inside and chewing surface of each tooth using short back-and-forth strokes. Don’t forget to brush your tongue!

- **Floss at least once a day.** Use about 18" of floss, leaving an inch or two to work with.

  - Gently follow the curves of your teeth.

  - Be sure to clean beneath the gumline, but avoid snapping the floss on the gums.
Tips for good oral care:

Brush at least 2x per day with Colgate Total® toothpaste.

Floss regularly to remove plaque under the gumline and between teeth.

Choose a healthy lifestyle:

Eat a well-balanced diet containing plenty of fresh fruits and vegetables. Consider taking vitamin C, essential for healthy gums, and calcium supplements for bone health.

Be active for a total of 30 minutes most days. Ask your doctor what activities are best for you.

Maintain your blood glucose as close to normal as possible.

Don’t smoke. Smoking increases the risk of gum disease. The longer you smoke, and the more you smoke, the higher the risk.

Have a dental checkup at least every six months or as often as indicated by your dental professional.

Tell your dentist or hygienist that you have diabetes and any other medical condition.
#1 RECOMMENDED by dentists for gum care.

Visit OralHealthandDiabetes.com for more information about diabetes and gum disease.