

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



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 FDA-approved and ADA-Accepted to help prevent gingivitis†

a national strategic partner of



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



*Taylor GW, Borgnakke WS. "Periodontal disease: associations with diabetes, glycemic control and complications." *Oral Diseases* 2008;14:191-203.

**vs ordinary, non-antibacterial toothpaste 12 hours after brushing.

†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.

††Faster vs a leading sensitive toothpaste. Based on clinical studies. Lasting relief based on continued use.

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

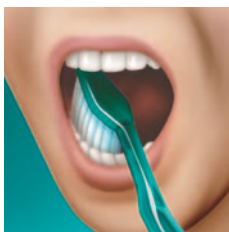
Gum disease is preventable.

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.®

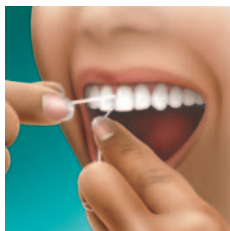


Tilt the brush at a 45° angle against the gumline and sweep or roll the brush away from the gumline.

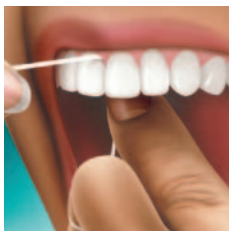


Gently brush the outside, inside and chewing surface of each tooth using short back-and-forth strokes. Don't forget to brush your tongue!

- **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:

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



2. **Floss** regularly to remove plaque under the gumline and between teeth.
3. Have a **dental checkup** at least **every six months** or as often as indicated by your dental professional.
4. Tell your dentist or hygienist that you have diabetes and any other medical condition.
5. If you experience tooth sensitivity, try **Colgate Sensitive Pro-Relief® toothpaste** which is faster to the nerve for lasting relief.^{††}



Choose a healthy lifestyle:

- 6. 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.
- 7. Be active** for a total of 30 minutes most days. Ask your doctor what activities are best for you.
- 8. Maintain your blood glucose** as close to normal as possible.
- 9. Don't smoke.** Smoking increases the risk of gum disease. The longer you smoke, and the more you smoke, the higher the risk.





If you have diabetes, brush with
the **only** toothpaste approved
by the FDA to help prevent gingivitis.[†]

#1 RECOMMENDED
by dentists for gum care.



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