

# KNOW THE SIGNS

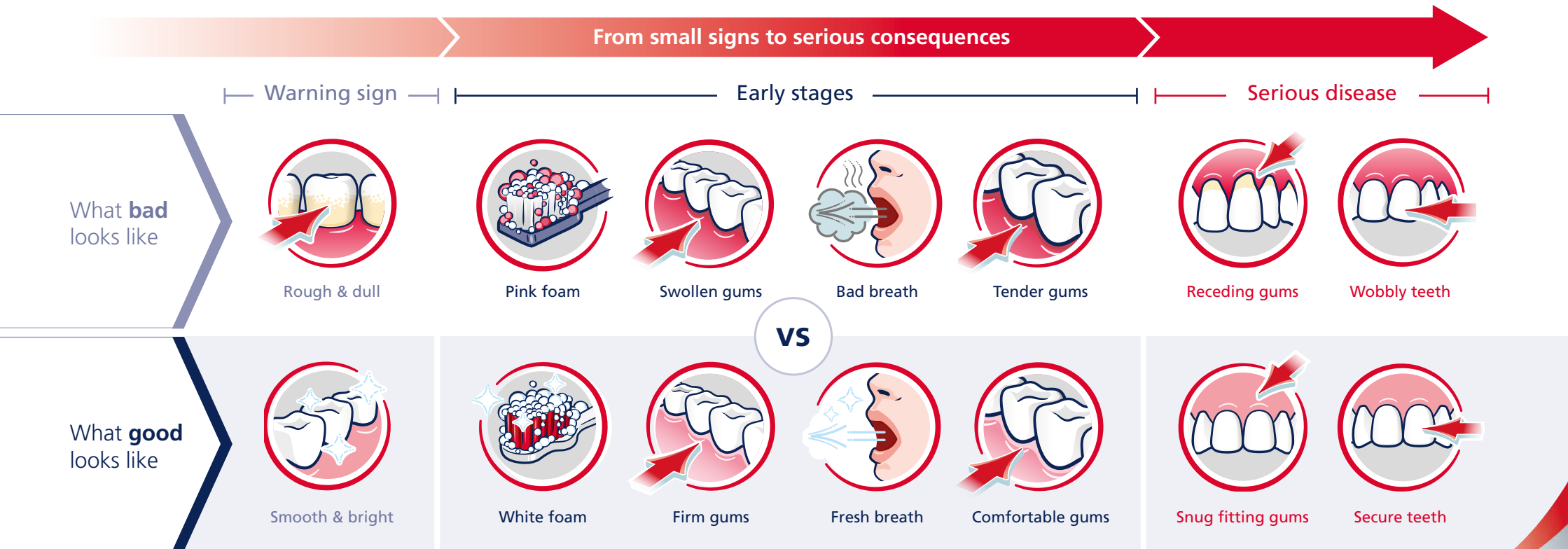
parodontax

**8 out of 10**  
people show signs  
of gum disease

**?**  
**TRUE**  
or  
**FALSE**

<p>“ Bleeding gums are caused by <b>brushing too hard</b> ”</p> <p>✗</p> <p><b>False:</b> Usually this is a sign you're missing areas when brushing</p>	<p>“ Gums <b>always</b> recede with age ”</p> <p>✗</p> <p><b>False:</b> It can be a sign of gum damage or bone loss</p>	<p>“ Brushing should be <b>comfortable</b> ”</p> <p>✓</p> <p><b>True:</b> Gum tenderness can be a sign of disease</p>
---	---	---

## THE PATH TO GUM DISEASE



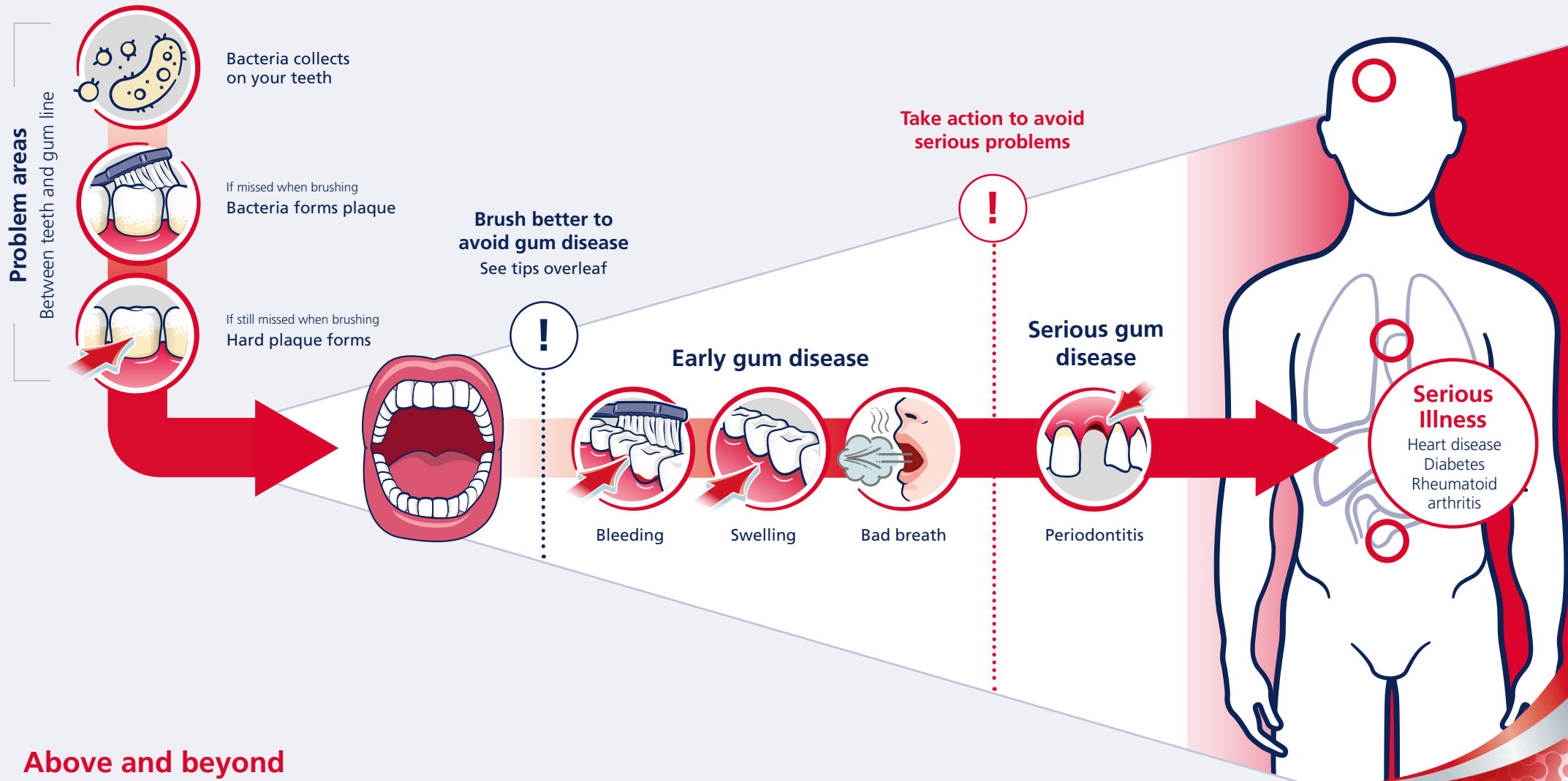
**Above and beyond**  
**for gums**

# GUMS MATTER

parodontax

## GUMS ARE THE GATEWAY TO YOUR BODY

Don't give bacteria an easy route in. Brush thoroughly to prevent plaque build up and keep your body's vital barrier healthy



Above and beyond  
for gums

Always read label before use. If you wish to report any adverse event, Product quality complaint or Medical enquiry please contact us at [contactus-me@gsk.com](mailto:contactus-me@gsk.com) or call on +973 16500404

HEALTHY GUMS

parodontax

# 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 and follow our 'Brush better' tips



### Mind the gap

Clean between teeth with an interdental brush or floss



### Arm yourself with the tools for success

**Brush**  
Use a small brush, ensuring bristles aren't splayed



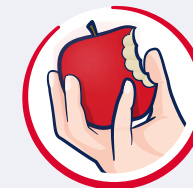
**Toothpaste**  
Choose a toothpaste that cares for your gums\*



**Mouthwash**  
Your dentist may recommend a specialist mouthwash

## HAPPY MOUTH, HAPPY YOU

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



Greater freedom to enjoy the food you love



More comfortable gums



Improved social confidence

## BRUSH BETTER

Follow these better brushing tips and feel the difference



### Get the gums

Tilt brush into the edge of gums



### Have a system

One area at a time



### Motion matters

Short circular movements



### Reduce the pressure

Slight bend in bristles



**TOP TIP:**  
Brush your tongue or use a tongue scraper

**REDUCE YOUR RISK OF GUM DISEASE & OTHER ILLNESSES**

Above and beyond

for gums