

Your dentist has identified you're one of the **8 out of 10** people showing signs of gum disease



TRUE OR FALSE

“ Bleeding gums are caused by **brushing too hard** ”



False: Usually this is a sign you're missing areas when brushing

“ Gums **always** recede with age ”



False: It can be a sign of gum damage or bone loss

“ Brushing should be **comfortable** ”



True: Gum tenderness can be a sign of disease

Above and beyond

for gums

HEALTHY GUMS PM-GL-PAD-21-00003

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



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

*with twice daily brushing

YOUR 3 STEP PLAN FOR HEALTHIER GUMS

Date: _____

The first thing I'll do differently is:

What: _____

When: _____

Where: _____

How: _____

What could stop me following this plan, and how can I avoid it?

How will I know that what I'm doing is working?

Signature: _____

Next review date: _____

HAPPY MOUTH, HAPPY YOU

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



Rough & dull teeth



Smooth & bright teeth



Bad breath



Improved social confidence



Tender gums



Greater freedom to enjoy the food you love

REDUCE YOUR RISK OF GUM DISEASE

Above and beyond
for gums

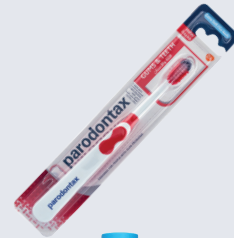
HERE TO HELP

Our specialist products take the hard work out of healthy gums



parodontax toothpaste makes it easy

Taste the difference and make removing plaque easier with a specialist daily toothpaste for healthy gums*



Brushes designed for people with bleeding gums

parodontax toothbrushes are tough on plaque, gentle on gums



Parodontax Active Gum Health

Specialist gum mouthwashes that targets bacteria where brushing alone can't reach



Short term, intensive mouthrinse

For serious gum issues you may be recommended a mouth rinse that is clinically proven to treat gingivitis

parodontax

GUMS MATTER

Commit to a healthier you



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 or call on +973 16500404
PM-BH-PAD-23-00031 - prepared on October 2023

*with twice daily brushing