

GUM PROBLEMS

Gum diseases arise when plaque, bacterial accumulation, gathers around the gums and teeth and irritate the gums. This leads to inflammation, bleeding when brushing, swelling and tenderness, and bad breath (halitosis).

The mildest and most common gum disease, gingivitis, affects 6 in 10 Swedes at some point in their lives. Even if gum inflammation is very common, it is a condition that must be prevented/treated as soon as possible to prevent the more advanced forms of inflammation, periodontitis, which eventually can lead to tooth loss.

The **GUM® Paroex®** range contains antibacterial substances and has been specially formulated to provide you with long-term healthier gums.

GUM® Paroex® toothpaste is perfect if you have inflamed or bleeding gums. The toothpaste contains two different antibacterial ingredients, and provides better plaque removal than a traditional toothpaste. Plaque that is not removed can easily develop into tartar.

GUM® Paroex® tastes like a normal toothpaste, contains fluoride like a normal toothpaste (1,450 ppm) and is used like a normal toothpaste.

Paroex® mouthwash and dental gel are suitable for short-term use (2-3 weeks) for more advanced gum problems.

Consult your dentist/dental hygienist for advice on when and how long you should use GUM® Paroex mouthwash and dental gel.



MOUTH DRYNESS

Mouth dryness varies from minor discomfort to serious health problems that can have a major impact on your quality of life. In mild cases it can make you feel thirsty, want to drink more, moisten your mouth frequently or use lip balm. In worst cases it can affect your sense of taste and cause difficulty when eating, chewing, swallowing, talking or breathing. Mouth dryness can be caused by a range of things, including ageing and medication. Products are available that rehydrate the mouth and counteract mouth dryness.

SENSITIVE TEETH

Small cracks in the enamel, or gums that have receded, expose the dentine - a sensitive area of the teeth filled with microscopic channels. The dentine is located just above the nerve endings, which react each time they are subjected to external stimuli such as cold and hot drinks. If you suffer from sensitive teeth, special products are available, such as toothpaste and extra-soft toothbrushes.

CAVITIES - dental caries

Every time you eat or drink, the bacteria multiply and produce acid that attacks the tooth's enamel. When the enamel becomes demineralized and weakened, you get cavities - holes in the teeth. It is possible to prevent cavities with good oral hygiene and good eating habits. Superficial cavities do not need to be repaired, but deeper cavities should be repaired relatively urgently. It is important that you have your teeth checked regularly by the dentist or dental hygienist and receive preventive treatment. Fluoride strengthens the enamel and stimulates the rapid repair of the surface of the tooth. If you have active cavities or are in the risk group, you may also need other fluoride products in addition to fluoride toothpaste.

Mouth ULCERS and BLISTERS

Mouth ulcers and blisters can develop if your mouth has been damaged somehow - for example, by scalding, hot food or drink, sharp teeth, new braces/dentures or as a side effect of some medicines. They can also be caused by stress, food, hormonal changes or vitamin deficiency. Mouth blisters also have a tendency to recur. If you have developed a blister once, it is very likely that you will develop one again.

The quickest way to treat mouth ulcers and blisters is by applying a gel (for example), which creates a protective film over the sore. This will alleviate the pain and speed up healing.

AVAILABLE IN PHARMACIES!

G·U·M®

A COMPLETE RANGE OF PRODUCTS
for good oral health!



PAROEX - for gum problems



HYDRAL - for mouth dryness



AFTA CLEAR - for mouth ulcers and blisters



SENSIVITAL - for sensitive teeth



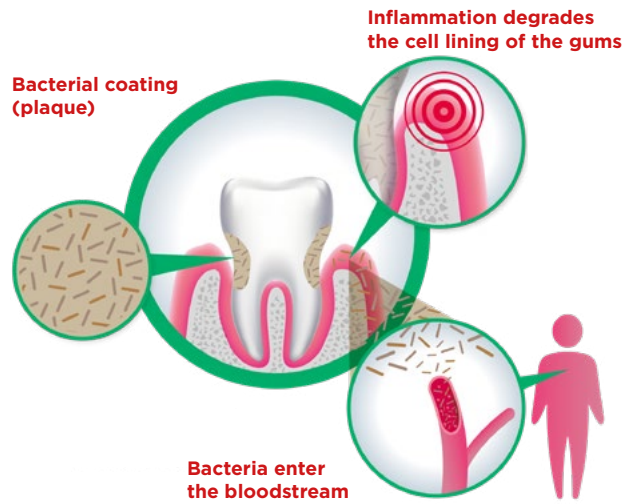
TOOTHBRUSHES & INTERDENTAL CLEANING

G·U·M®

HEALTHY
MOUTH
HEALTHY
BODY

TIPS & ADVICE for
better oral health

Take care of your mouth and
LIVE A HEALTHIER LIFE!



Prolonged poor oral hygiene can lead to gum disease, which in turn can exacerbate serious diseases such as cardiovascular diseases, diabetes or breathing problems.

This is because poor oral hygiene can lead to an accumulation of bacteria in the mouth, and swollen, bleeding and inflamed gums. The bacteria from the mouth can get into the bloodstream, where they circulate and can exacerbate an individual's existing health condition.

HEALTHY MOUTH, HEALTHY BODY

This means that good oral care is not only important for maintaining healthy teeth and gums.

Good oral health also helps the whole body to feel good.

Your DENTAL CARE ROUTINE

- 1** Use floss and/or interdental brushes/dental sticks every day before brushing your teeth. You can also use Soft-Picks sticks after meals in order to remove food residue that gets stuck between your teeth.
- 2** Brush your teeth at least twice a day. Choose a fluoride toothpaste that suits your needs.
- 3** Where necessary, use mouthwash as well.

1 INTERDENTAL CLEANING

No matter how carefully you brush your teeth, some parts of your mouth will always be harder to reach with a toothbrush, especially the spaces between your teeth. When food residue and bacteria remain between your teeth, this can lead to gum problems, cavities or other health problems.

It has been scientifically proven that if you clean between your teeth before brushing your teeth, you can successfully remove up to 20% more plaque (accumulations of bacteria) compared with brushing alone.

Interdental cleaning helps to remove more plaque.*



* The Japanese Journal of Conservative Dentistry 48 (2): 272-277, 2005.

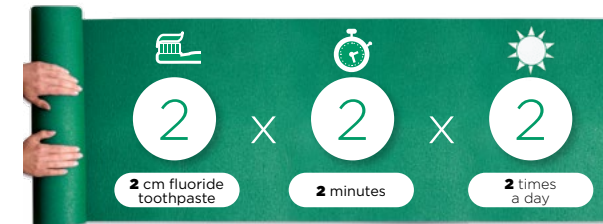
When it comes to interdental cleaning, everyone has different needs and routines.

You can choose from floss, dental sticks or interdental brushes.

Choose the tool that best suits your needs.

2 BRUSHING TEETH

Dentists recommend the **2x2x2 METHOD** which means: brush your teeth with 2 cm of toothpaste x 2 minutes x 2 times a day.



This is the best way to **brush your teeth!**

- A** Dentists recommend the "rubbing method". Use a soft toothbrush. Hold it at a 45-degree angle to your teeth.
- B** Start brushing the teeth at the back of your mouth with small motions. Continue forward to the front teeth, first the inside then the outside. Then brush the chewing area of the teeth.
- C** Finish by lightly brushing your tongue.

Choosing the right **TOOTHPASTE**

Choosing the right toothpaste is very important. There are a huge number of different toothpastes available in pharmacies and shops. The most important thing is to choose a toothpaste that has the maximum fluoride content (1,450 ppm) and that cleans gently.

Do not rinse your mouth with water after brushing, but instead let the toothpaste remain on your teeth, tongue and gums for at least 30 minutes, and let the fluoride get to work.

There are different toothpastes for different needs. Ask your dentist/hygienist or pharmacist for a toothpaste that suits you.

For bleeding and inflamed gums, you should choose a toothpaste that has been developed for gum problems.

If you suffer with sensitive teeth or sensitive oral mucosa, solutions and relief are available for you, too.

3 MOUTHWASH

A wide selection of mouthwashes are available that have been adapted for a variety of different needs. Whether you are looking for a fluoride mouthwash or mouthwash that helps against gum inflammation, tooth sensitivity, dry mouth, bad breath or staining, solutions are available for your needs.

