PATIENT GUIDE TO ORAL HEALTH

KEEPING YOUR MOUTH HEALTHY BETWEEN APPOINTMENTS

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THE IMPORTANCE OF GOOD ORAL HYGIENE

Good oral hygiene helps to prevent the development of oral diseases, as well as being an indicator of general health and wellbeing.

Beyond the physical, a healthy smile helps to improve confidence and self-esteem.

Listerine Total Care is for 12+ years.

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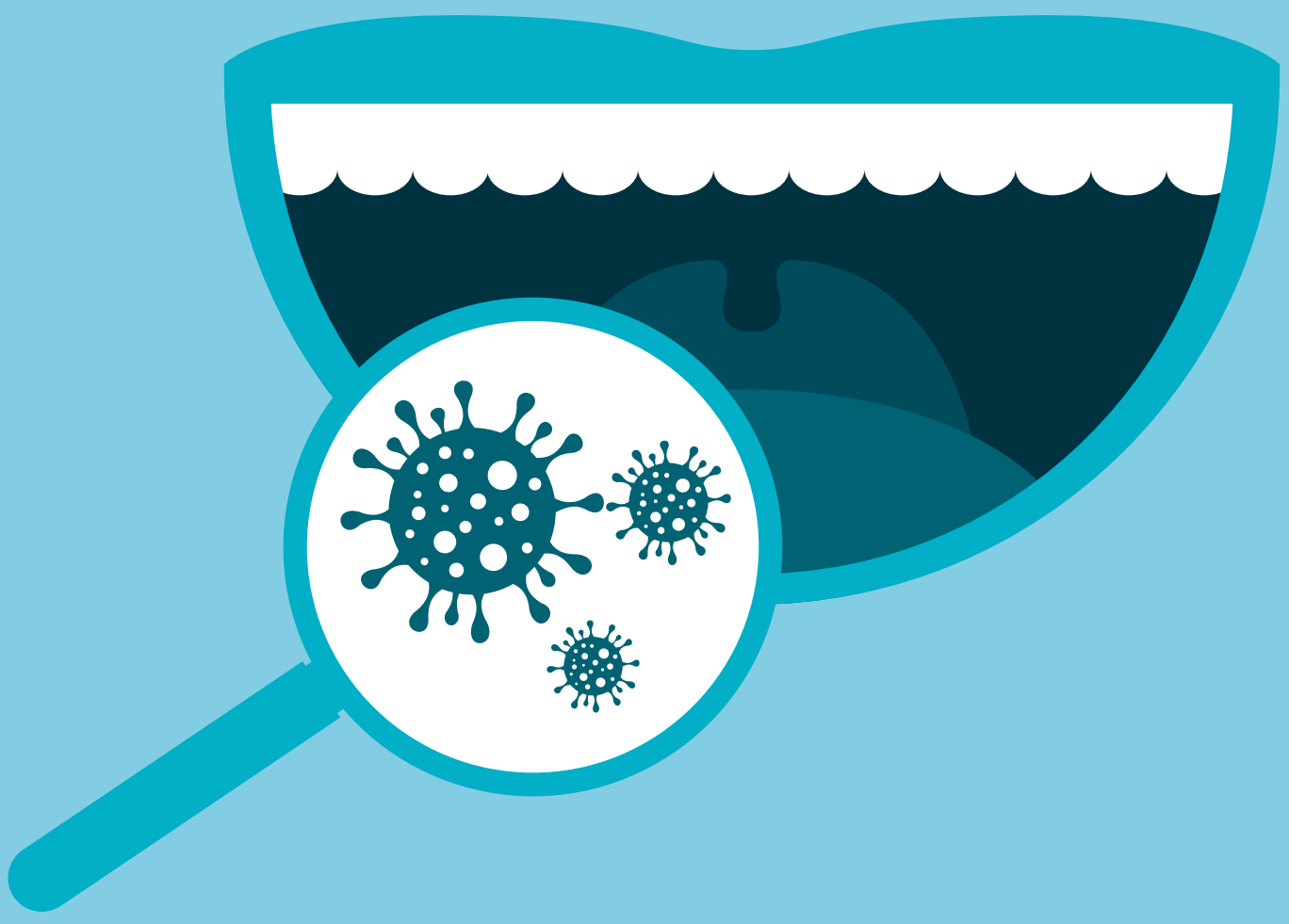
HOW ORAL DISEASES DEVELOP



Bacteria live in your mouth, some of which are good for you and some of which can be bad for your health; these bacteria can lead to the development of oral disease and conditions.

Bacteria continuously form a sticky layer on all the surfaces in your mouth, including your teeth and gums.

This grouping is called dental plaque or oral biofilm and needs to be disrupted every day because, otherwise, it can lead to conditions such as gum disease.

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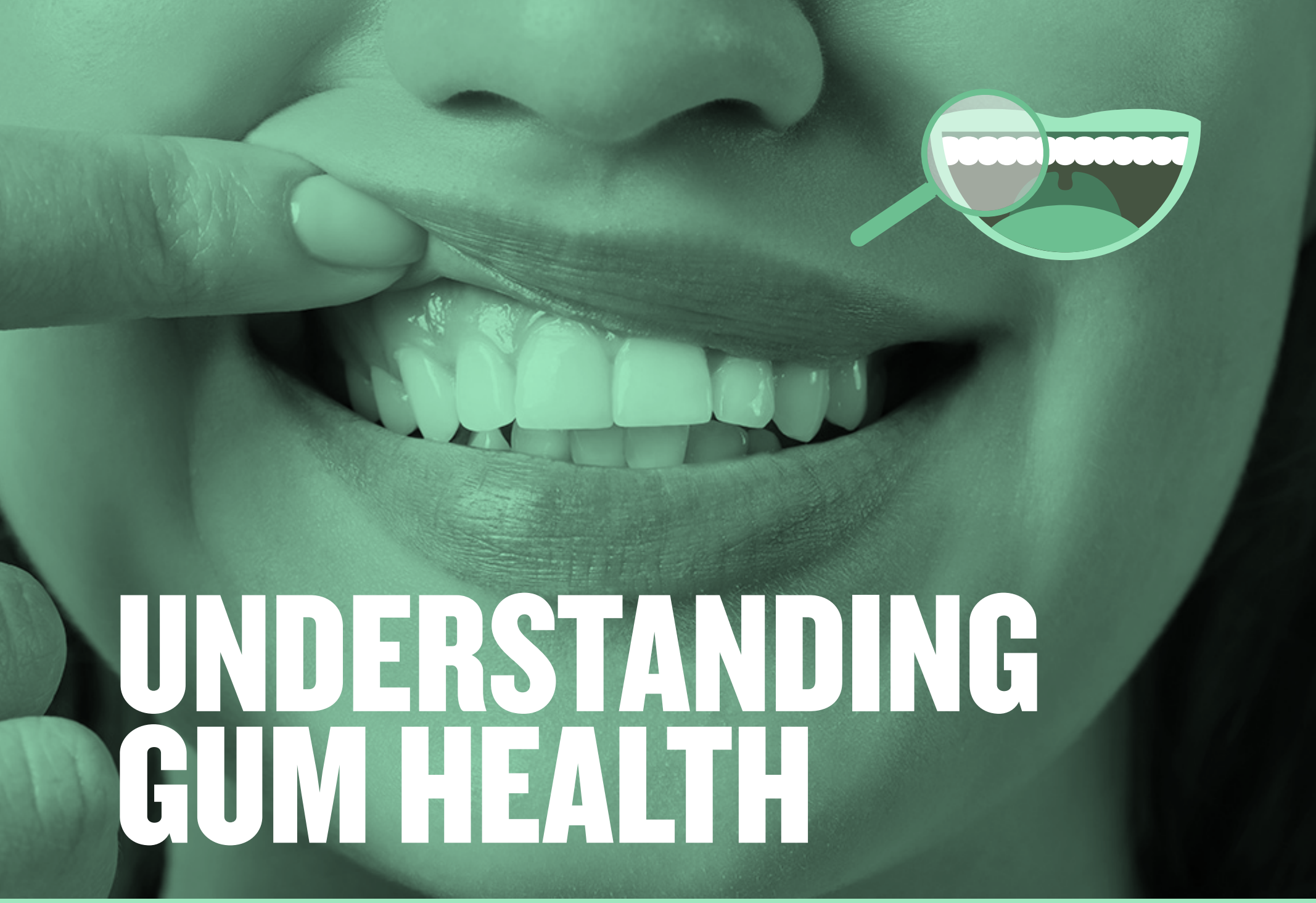

UNDERSTANDING GUM HEALTH

Did you know that healthy gums should be pink and firm, and keep your teeth firmly in place?

Gum disease is not always obvious, so you should visit your dentist and dental hygienist regularly for check-ups.

It is also important to note that bleeding gums when you touch or brush them is not normal, nor are red and swollen gums.

These signs indicate the early stage of gum disease, known as gingivitis, and it is reversible.

More advanced gum disease, called periodontitis, develops if gingivitis is left untreated. It is irreversible and can result in bad breath, a bad taste in the mouth, loose teeth, and abscesses underneath the gums.

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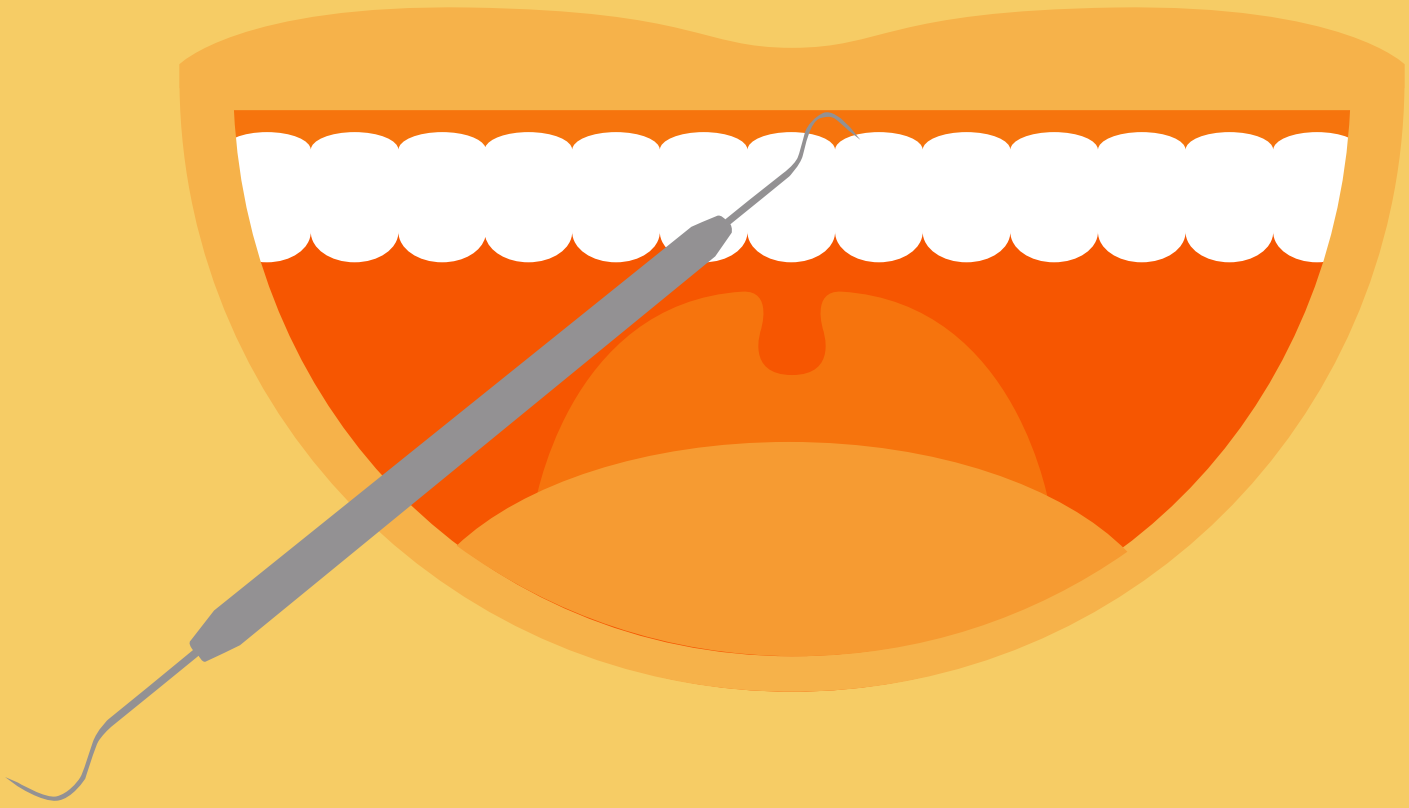
VISITING YOUR DENTIST AND DENTAL HYGIENIST



Dentists lead the dental team and are experts at diagnosing and treating problems in the mouth, as well as offering preventive advice, to protect your teeth and gums from disease and decay.

Working alongside dentists are dental hygienists and dental therapists. They very much focus on achieving oral health, offering preventive care and advice, and treating gum disease, which may include a scale and polish to remove plaque build-up.

You should visit your dental team regularly, as often as they recommend.

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TAKING CARE OF YOURSELF

If you follow **three simple steps** between appointments, that will help to keep your **teeth and gums healthy**:

1. CLEAN BETWEEN THE TEETH TO BELOW THE GUM LINE BEFORE TOOTHBRUSHING ONCE A DAY (FOR INTERDENTAL PLAQUE CONTROL)

2. BRUSH YOUR TEETH LAST THING AT NIGHT AND AT LEAST ONE OTHER TIME DURING THE DAY, WITH A FLUORIDE TOOTHPASTE

3. CUT DOWN ON HOW OFTEN YOU HAVE SUGARY FOODS AND DRINKS.

While there is no doubt that brushing and cleaning between your teeth is the bedrock and first line of defence in the management of plaque, there are also advantages to using a **daily mouthwash** that contains essential oils.

LISTERINE® Total Care reduces plaque by **52%** more than brushing and flossing alone.

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JOIN THE 21-DAY CHALLENGE FOR YOUR CHANCE TO WIN £5,000!

Did you know that it can take **21 days** to change a habit?

With that in mind, we are inviting people to take part in the **LISTERINE® 21-day challenge**, which involves brushing and then rinsing with **LISTERINE® Total Care** in line with the instructions on the bottle.

Successful candidates will be entered into a prize draw, with one lucky winner of **£5,000** and five runners up receiving **£1,000**.

For more information, visit **www.listerine.co.uk/21daychallenge**

Terms and conditions

UK (excl NI) residents, 18+. To participate, purchase one of the Listerine® Total Care range (excl. all 95ml & 250ml pack sizes and Listerine® Total Care Sensitive) between 23.03.21 & 15.06.21 (valid receipt must be retained to claim prize), then complete entry form on www.listerine.co.uk/21daychallenge/enter by 23:59 on 15.06.21. Only 1 entry per household. Internet access required. Prizes: 1 x £5,000; and 5x £1,000 to be paid by bank transfer only (valid bank details must be provided to claim prize).
Full Ts&Cs: Listerine.co.uk/21daychallenge/competition/terms-and-conditions.

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