



## Why YOU Should Take GUM DISEASE Seriously!

One out of every two American adults age 30 and over has periodontal (gum) disease, according to the *Centers for Disease Control and Prevention!*

Gum disease can be sneaky. **Even if you have no noticeable symptoms, gum disease can damage your teeth, gums and affect your overall health.**

Gum disease usually gets worse gradually, but a thorough dental exam, periodontal charting and X-rays can help us spot trouble before you even know it's there!

### Regular Dental Visits Are a Must!

Periodontal disease is a very serious infection of the soft tissues and bone that support your teeth. You never want to ignore *any* type of infection!

Plus, when your teeth can no longer be anchored into your jawbone, it means one of two things: they either fall out or get so loose they have to be pulled out.

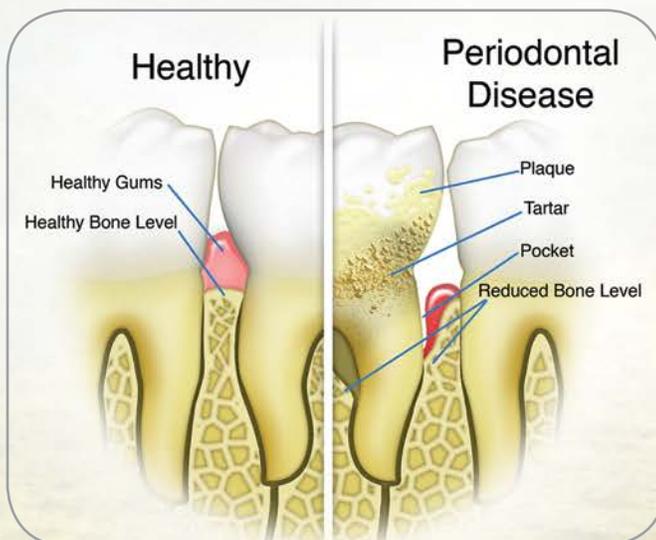
Act now, while you still have **comfortable and affordable options to preserve your teeth, your gums and your health!**

### How Does it All Happen?

Periodontal (gum) disease is usually caused by a buildup of *plaque*, an invisible sticky layer of bacteria, saliva and food particles

that continually forms on your teeth. Even with the best home hygiene regimen, it's nearly impossible to clean every trace of plaque from your teeth!

The problem is that plaque eventually hardens into rock-hard calculus (tartar) that can only be removed through professional cleaning. **And the longer calculus lingers—the more damage it does!**



Your gums should fit like a snug collar around your teeth. However, infected gums will pull away from your teeth. This removes the tight-fitting protective barrier that otherwise helps keep bacteria from traveling to other parts of your body.

While plaque control is a constant battle, we can help you win it!

**CALL NOW!**

*Inside...*

*How to save your teeth, your time and your money!*

# 3 "Great Reasons" to Pay Attention to Your GUMS!



## 1 Enhance Your Health!



According to the *National Institutes of Health (NIH)*, "Oral bacteria shed from chronic periodontitis infections enter the circulatory system and may contribute to diseases of the heart and other organs."

The *American Dental Association* reports, "Research between systemic disease and periodontal disease is ongoing. While a link is not conclusive, some studies indicate that **severe gum disease may be associated with several other conditions such as diabetes or stroke.**"

The *American Academy of Periodontology* advises patients **not to ignore the possible increased risk of heart disease associated with gum disease** just because we do not have all the answers yet!

## 2 Keep Your Teeth!



**Gum disease is the number one cause of adult tooth loss!**

The bacteria in plaque release toxins that irritate and inflame your gums. At first, you may have *gingivitis* or red, swollen gums that bleed easily when you brush or floss. At this early stage, the infection has not reached your jaw bone.

**When gingivitis is ignored, it can advance to periodontitis.**

This happens when you don't have regular check-ups, your home oral hygiene program is not effective, or when your immune system isn't able to stop the infection that will eventually break down the bone and connective tissue that holds your teeth in place.

## We'll Help Your Teeth Last a Lifetime!



## 3 Save Time and Money!

**Excellent home care, routine dental exams and cleanings are best and most cost-effective approaches to fighting gum disease.**

We can help you avoid the need for more complex, more costly or less comfortable treatment options such as gum surgery, bone/tissue grafts and teeth replacement.

Discover how periodic deep cleaning (scaling and root planing below the gum line) and frequent periodontal maintenance cleaning (cleaning above the gum line) **can help you save your teeth, money, time and, more importantly, your health!**

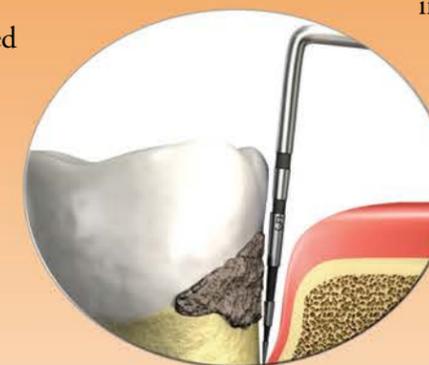


## Find Out How Healthy YOUR Gums Are!

The gaps between your teeth and your gums are referred to as "pockets." Left untreated, plaque and calculus buildup can cause your periodontal pockets to deepen over time.

Deep periodontal pockets can cause anything from gum inflammation to a serious infection of your jawbone.

We use a tiny ruler called a *probe* to **painlessly measure gum pockets around each of your teeth.**



This gives us valuable information about the health of your gums!

**Charting your pockets allow us to accurately diagnose your condition and evaluate your progress.**

If your mouth is healthy, **the depth of your pockets should be between 1 and 3 millimeters.** Pockets measuring

4mm or more can indicate the presence of an infection.

We track it down and treat it! The sooner—the better! ❖

### Where do your pockets fall on this chart?



## "Every Single Visit Has Been Comfortable...Even Pleasant!"

by Rochelle Tomic



I'm very impressed with how skilled and efficient my dentist is. I went in to get a tooth filled and I was in and out of the office very quickly.

**Actually, the entire staff goes out of their way to make sure I get top notch quality care. They always take such good care of me!**

They all know me by name and are very friendly. I have to say that every single experience I've had, has been comfortable—and even pleasant!

Because they put me at ease, I'm not afraid of making regular dental appointments anymore and **now I even love having my teeth cleaned. I know my smile is so much healthier.**

They have a great staff and really connect with their patients. They truly care for their patient's well-being.

**I would definitely refer my friends and family!! ❖**