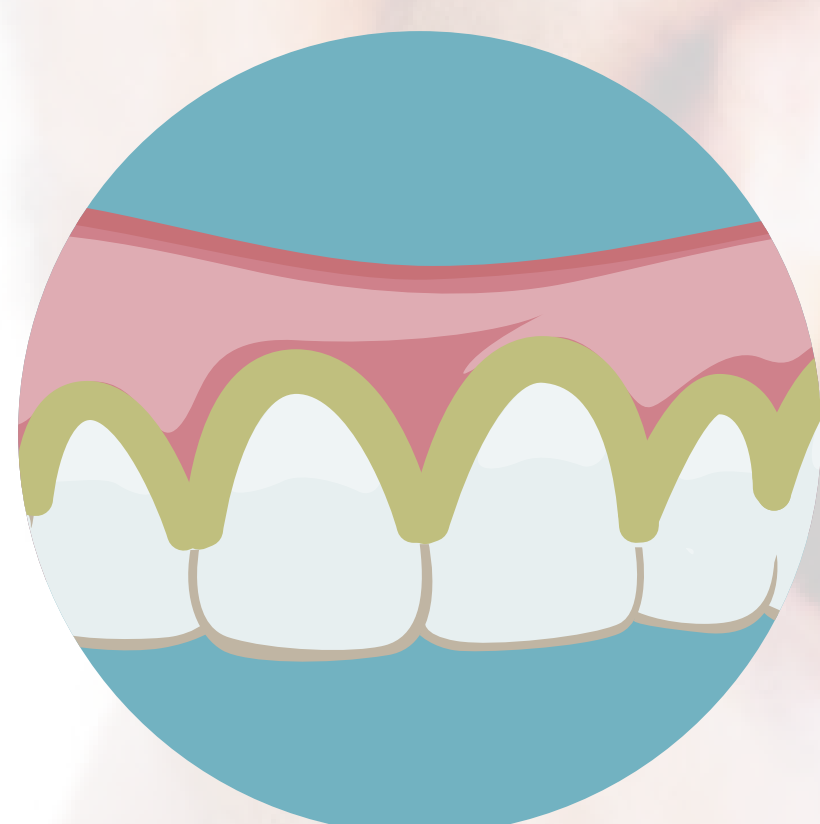


# Why healthy gums matter

Healthy gums look pink and clean, and hold our teeth firmly and effectively - they do not bleed or swell, and keep nicely stuck to our teeth without gum "pockets".

At the same time, healthy gums are essential for a beautiful smile and for allowing us to express ourselves socially with self-confidence.

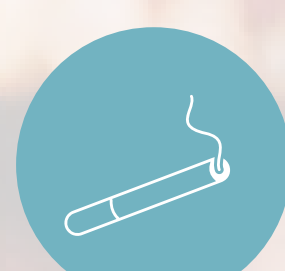
But unfortunately there is a threat to our gum health:



Secondary risk factors for gum disease are:



Diabetes  
& prediabetes



Smoking



Obesity  
& unhealthy diet



Medication



Pregnancy  
hormones



Stress  
& other factors

## Gum diseases

### GINGIVITIS



### PERIODONTITIS



### SEVERE PERIODONTITIS



### PERI-IMPLANTITIS



Gum diseases can go unnoticed for years even if they are quite serious, as they



• are **chronic**

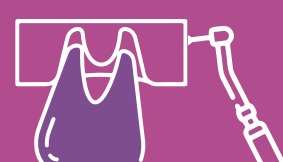


• can cause **tooth loss**

• are the **most common medical conditions** among adults



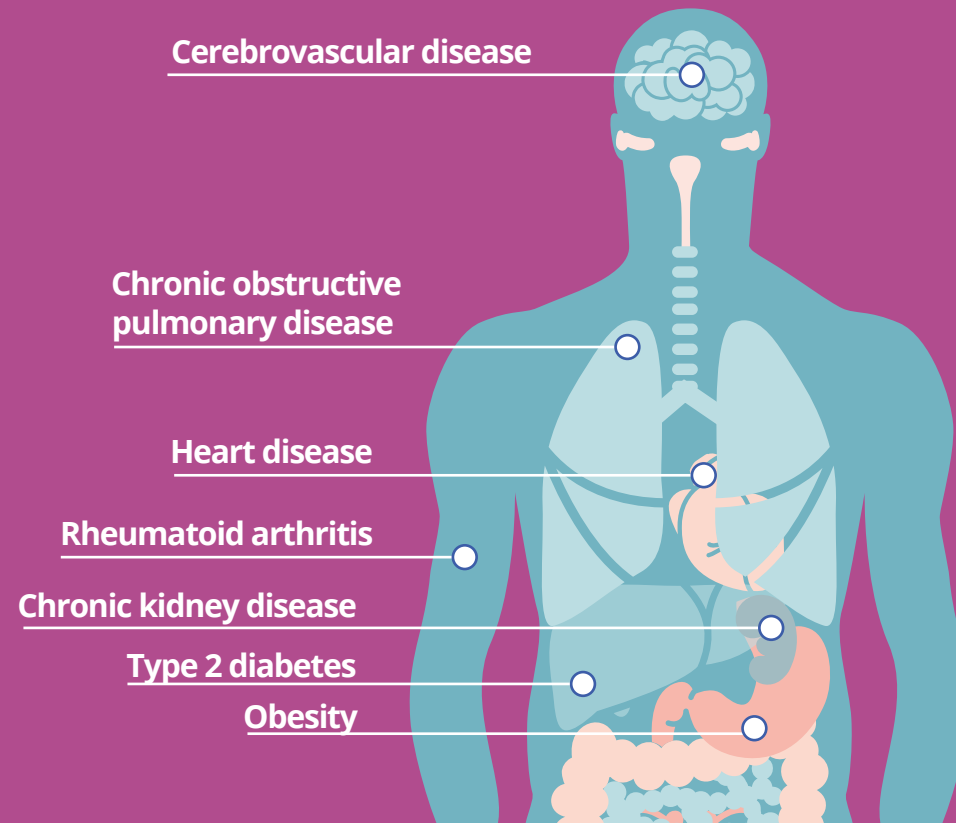
8 out of 10 people  
aged 35+ suffer  
from gum disease



Severe periodontitis  
alone is the 6th most  
pervasive condition

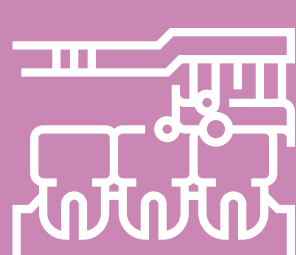


Gum disease represents a major cause  
of health expenditure  
nationally & globally

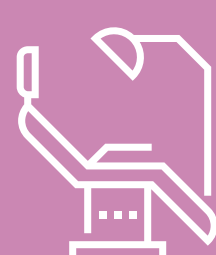


• are related to other  
**dangerous diseases**

Luckily, they can be **successfully prevented and treated**, so start by **taking action now**:



Brush your teeth  
twice a day



Visit your dentist  
or periodontist



Control your  
risk factors

## Healthy gums can make your life better by:

Preventing your teeth  
from falling  
or loosening



Helping you to prevent,  
detect, tackle,  
or control a series  
of systemic diseases

Avoiding aesthetic problems



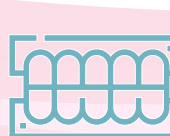
Preventing irreversible damage  
to your teeth & gums

Avoiding bad breath



Keeping your face  
free from deformation

Avoiding chewing problems



Reinforcing healthy habits such as  
fighting obesity or quitting smoking

Avoiding pronunciation problems



Saving your lovely, natural smile

12 May 2019, Gum Health Day - an initiative of the EFP

**Healthy gums, beautiful smile**