

dent ASSURE

Importance of Oral Health

- Oral health means more than just an attractive smile
- Condition of the mouth mirrors the condition of the body as a whole
- An unhealthy mouth, especially gum disease, may increase risk of serious health problems such as heart attack, stroke, poorly controlled diabetes and preterm labor
- Research shows that most of the systemic diseases (diseases that involve many organs or the whole body) have oral symptoms too, including swollen gums, mouth ulcers, dry mouth and excessive gum problems. Such diseases include:
 - Diabetes
 - Oral cancer
 - Pancreatic cancer
 - Heart disease
 - Kidney disease



Health Risks of Poor Oral Health

- Gum disease can lead to the loss of teeth and an increase the risk of respiratory disease
- The bacteria in plaque can travel from the mouth to the lungs, causing infection
- Oral inflammation due to bacteria (gingivitis) may also play a role in clogged arteries and blood clots
- Diabetic are more susceptible to gum disease and it can put them at greater risk of diabetic complications
- Studies also show that pregnant women with poor oral health may be at a higher risk of delivering pre-term, low birth weight babies
- Digestion begins with physical and chemical processes in the mouth, and oral problems can lead to intestinal failure, irritable bowel syndrome and other digestive disorders



Parts of a Tooth

Enamel: The hard outer layer of the crown. Enamel is the hardest substance in the body

Dentin: Forms the bulk of the tooth and can be sensitive if the protection of the enamel is lost

Pulp: Soft tissue containing the blood and nerve supply to the tooth

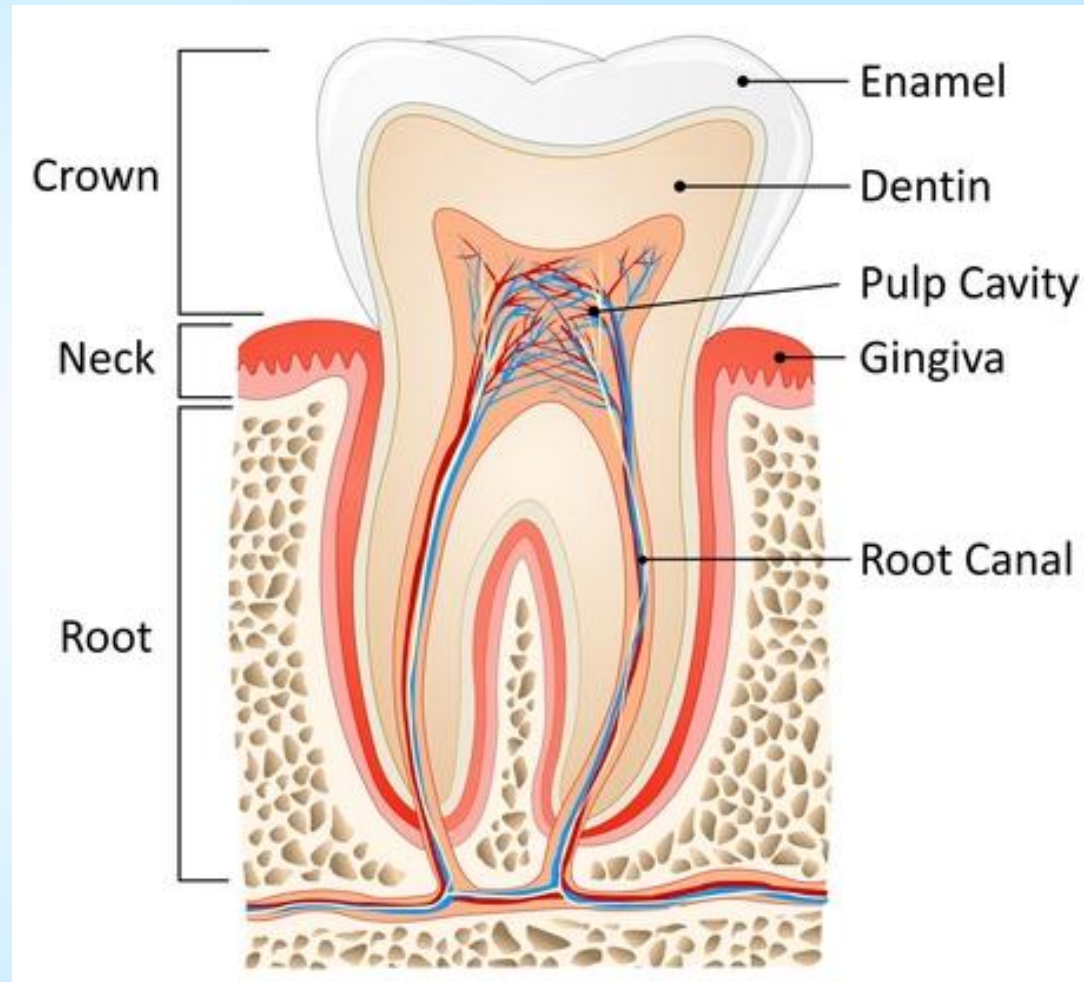
Cementum: The layer of bone-like tissue covering the root

Structures around the tooth

Root canal: Provides the blood vessel and nerves supply to the tooth

Oral Mucosa: These are the moist tissues that lines the mouth

Gingiva (gums): Soft tissue that surrounds and protects the teeth and bone, and provides a lubricated surface



Common Oral Problems

- Dental Plaque
- Gum Diseases –
Gingivitis and
Periodontitis
- Tooth Cavities
- Tooth Sensitivity



Dental Plaque

- Plaque is a sticky layer of material containing bacteria that accumulates on teeth
- The bacteria in plaque cause tooth decay and gum disease if not removed regularly through brushing and flossing
- After meals the bacteria in plaque use sugar and starch in food to produce acids that eat away tooth enamel
- Repeated attacks cause the enamel to break down resulting in a cavity (or hole)
- Plaque that is not removed daily between teeth hardens into tartar
- As the tartar, plaque and bacteria continue to increase, the gums become red, swollen and bleed during brushing



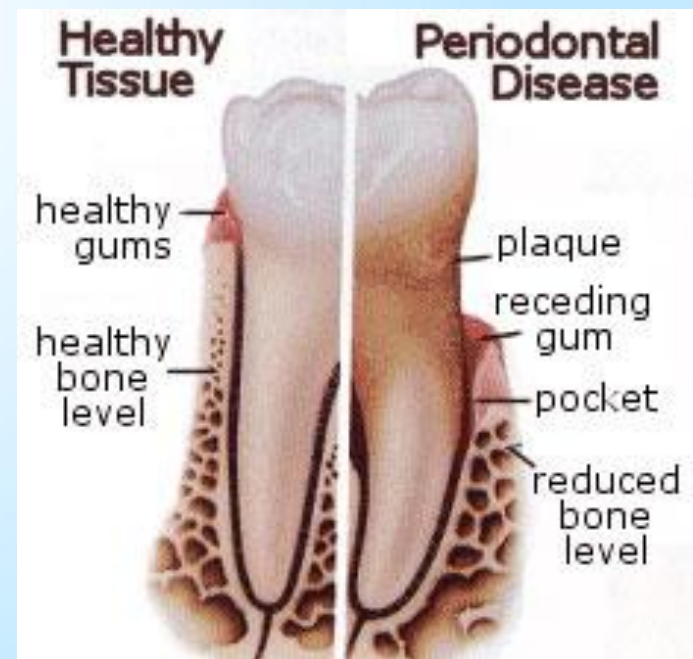
DENTAL PLAQUE



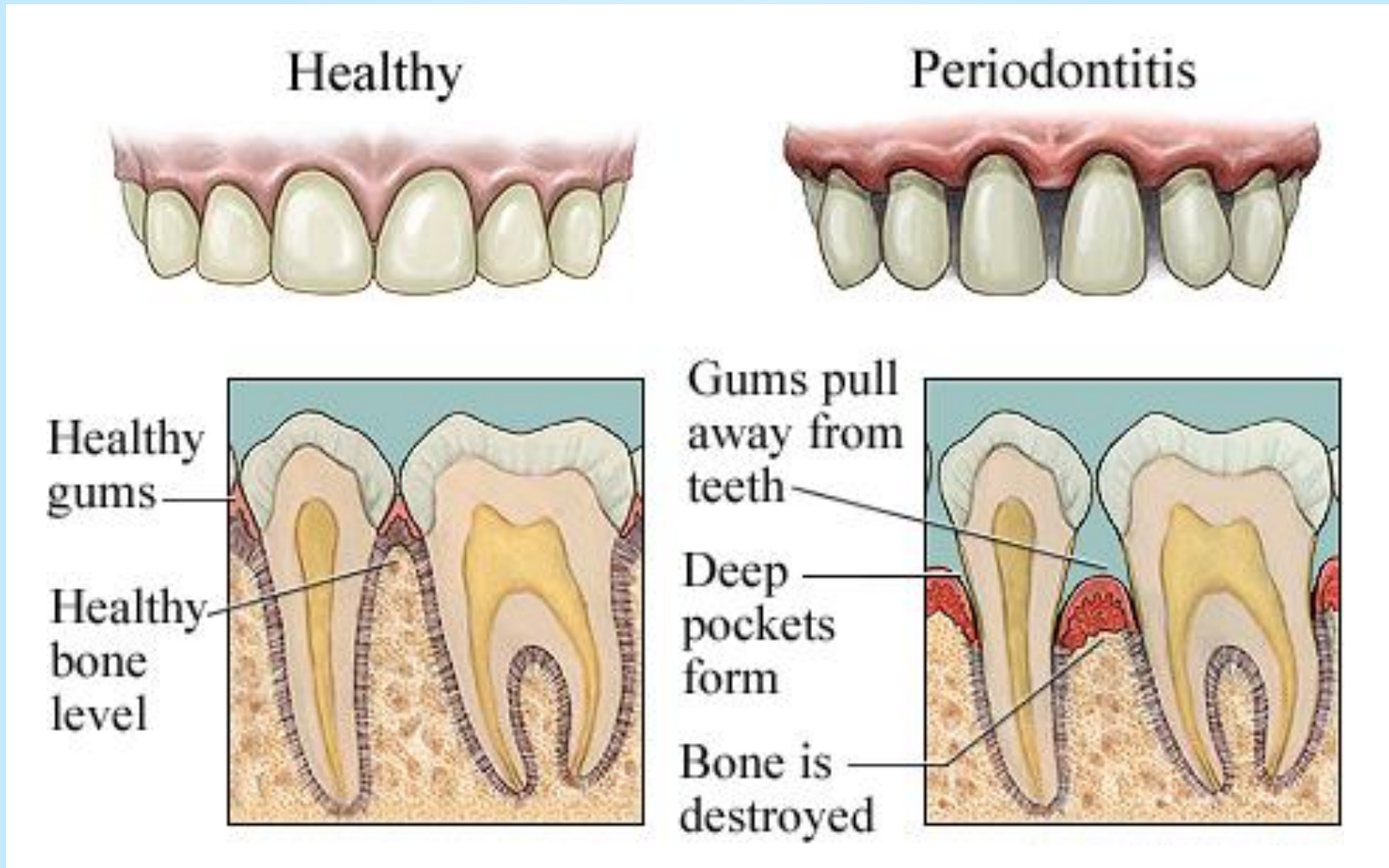
TARTAR

Gum Disease

- Gum disease, like inflammation (gingivitis), periodontitis, etc. is usually caused by build up of plaque
- Plaque causes the gums to become inflamed and easily bleed during brushing
- If left untreated it can progress to more serious periodontitis
 - The inner layer of gum and bone pull away from the teeth and forms pockets due to bone loss
 - These small pockets between the teeth and gums collect debris, causing infection in the mouth



Gum Disease



The three stages of gum disease — from least to most severe — are gingivitis, periodontitis and advanced periodontitis.

Symptoms

Early symptoms of gum disease include:

- Bleeding gums during or after brushing
- Red, swollen, or tender gums
- Persistent bad breath or bad taste in the mouth

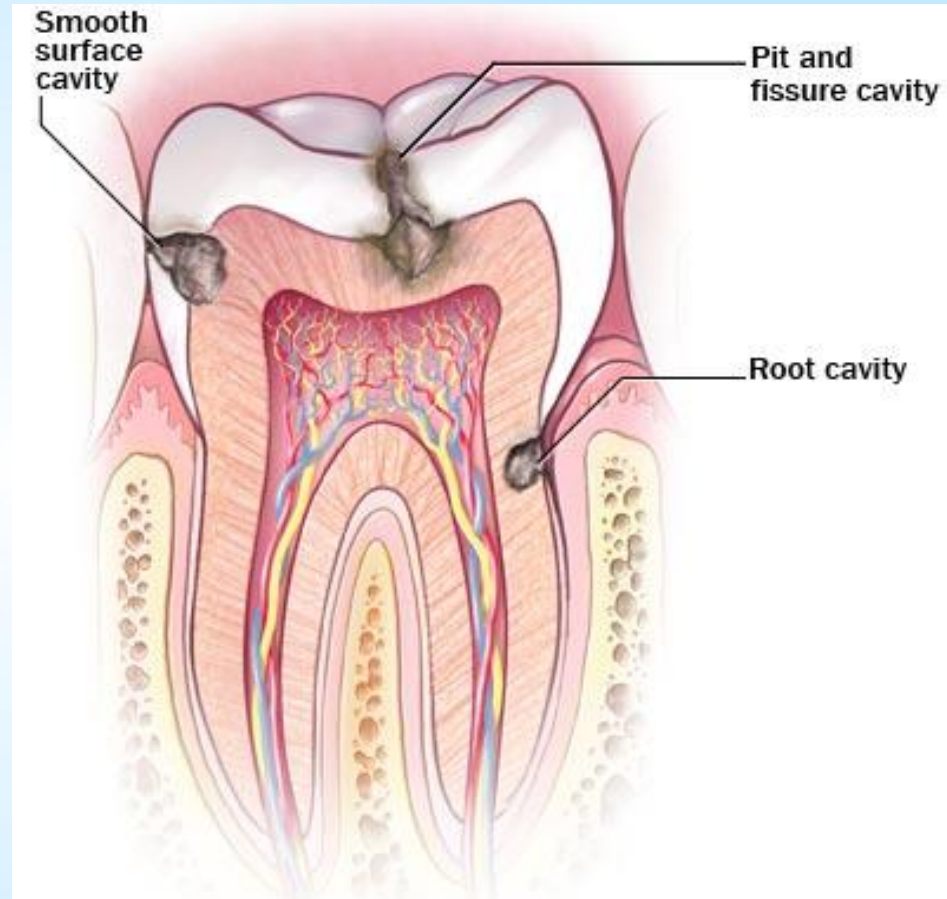
Symptoms of more advanced gum disease (periodontitis)

- Receding gum line
- Formation of deep pockets between teeth and gums
- Loose or shifting teeth



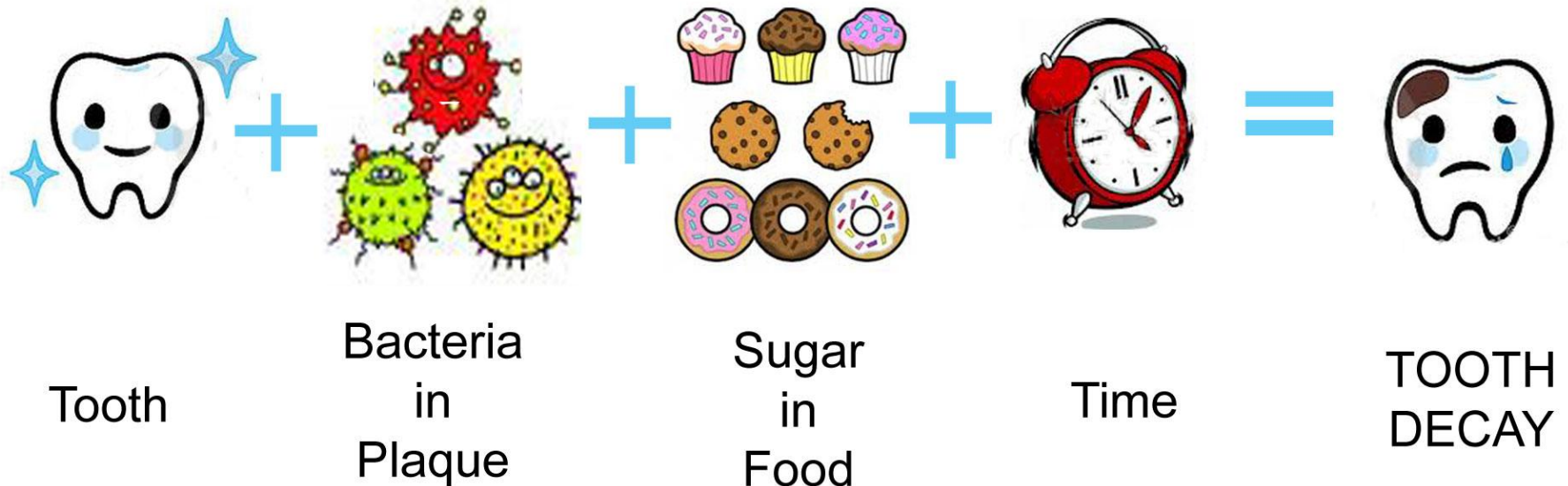
Dental Cavities and Tooth Decay

- Dental cavities are holes or structural damage in the teeth
- Plaque that gets accumulated on teeth, if not removed turns into tartar that causes tooth decay
- The acids in plaque damages the enamel of the teeth, and create holes in the tooth called cavities
- They grow very large and affect the nerves
- Untreated tooth decay can also destroy the inside of the tooth (pulp)



Cavities refer to tooth decay, that destroys the tooth's enamel and its underlying layer, the dentin

Tooth Decay

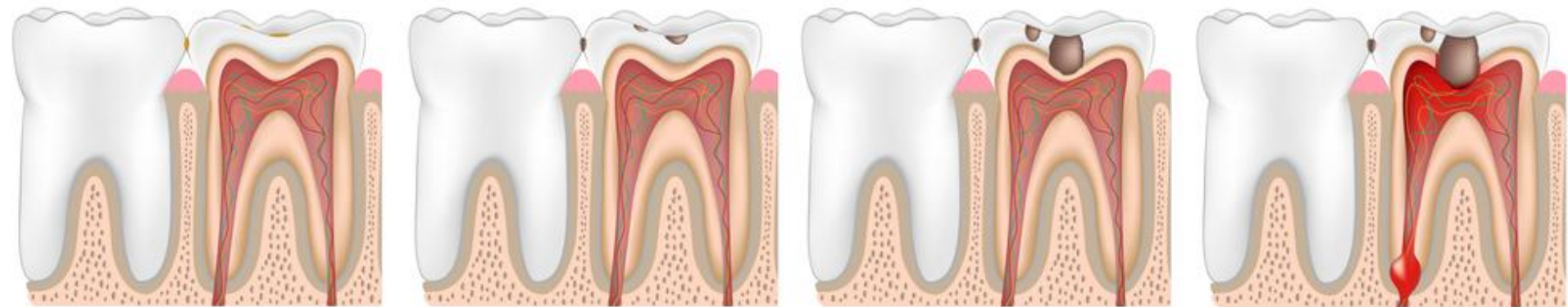


- When we eat and drink, bacteria in plaque create acids
- The acid removes minerals from the enamel, which causes cavity
- Decay begins in the main portion of the tooth, the enamel, and as it is broken down the decay goes deeper into the dentin and eventually reach the nerve (or pulp) of the tooth causing infection or tooth fracture

Symptoms

There may be no symptoms for cavities or tooth decay, if they occur it includes:

- Tooth pain
- Sensitivity to sweet, hot, or cold foods and drinks
- Visible pits or holes in the teeth
- Pain when chewing



1. Healthy tooth with plaque

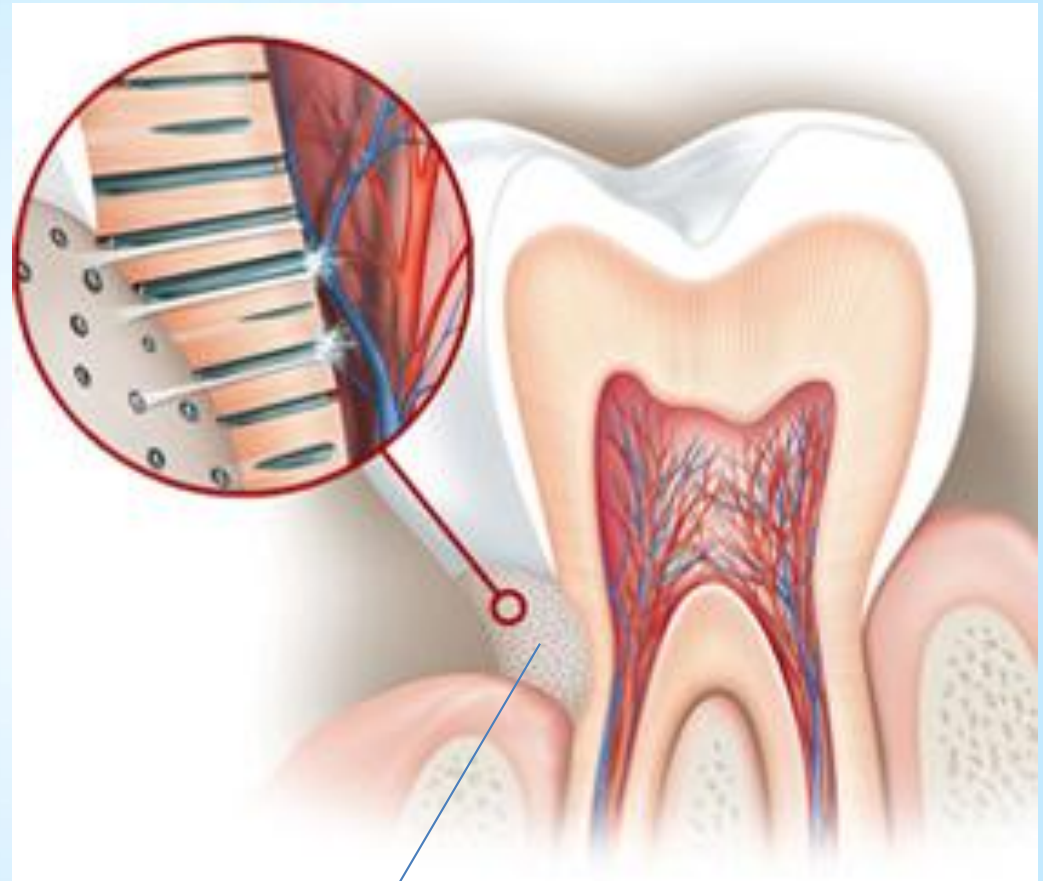
2. Decay in enamel

3. Decay in dentin

4. Decay in pulp

Tooth Sensitivity

- Tooth sensitivity — also known as dentin hypersensitivity — affects the tooth or exposed root surfaces
- This occurs when the enamel that protects the teeth gets thinner, or when gums pull back and expose the dentin
- Dentin is a soft layer makes up the inner part and roots, which have thousands of tiny tubes that lead to the tooth's nerve center (the pulp)
- These channels allow the trigger - like, hot, cold, or sweet food - to reach the nerve, which results in pain and sensitivity

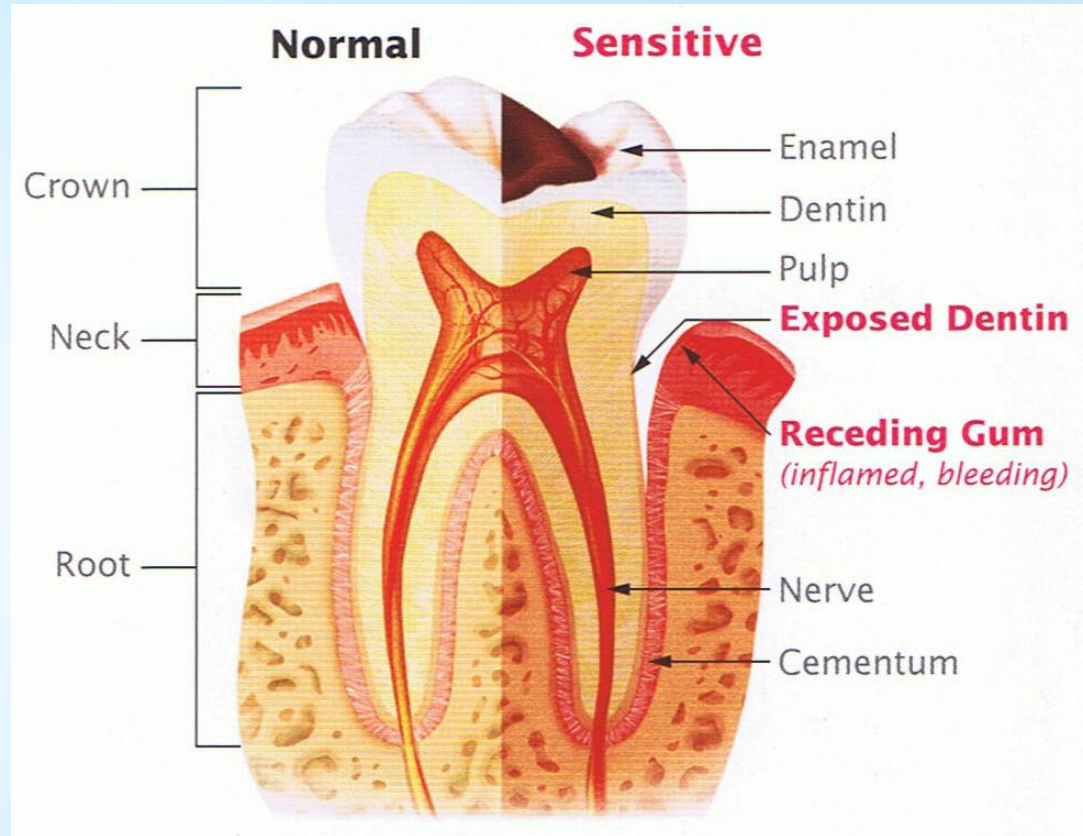


Exposed dentin

Tooth Sensitivity

Causes include:

- **Wear and tear** - Over time, brushing too hard or using a hard toothbrush can wear down enamel and expose the dentin
- **Tooth decay** near the gum line
- **Gum disease** - Inflamed and sore gums pull back and expose the roots
- **Damage** - Chipped or broken teeth may fill with bacteria, which can enter the pulp, causing inflammation
- **Plaque buildup** - The presence of plaque on the root surfaces can cause sensitivity
- **Acidic foods** - Food and drinks with a high acid content, like citrus fruits, tomatoes, pickles, and tea, can wear down enamel



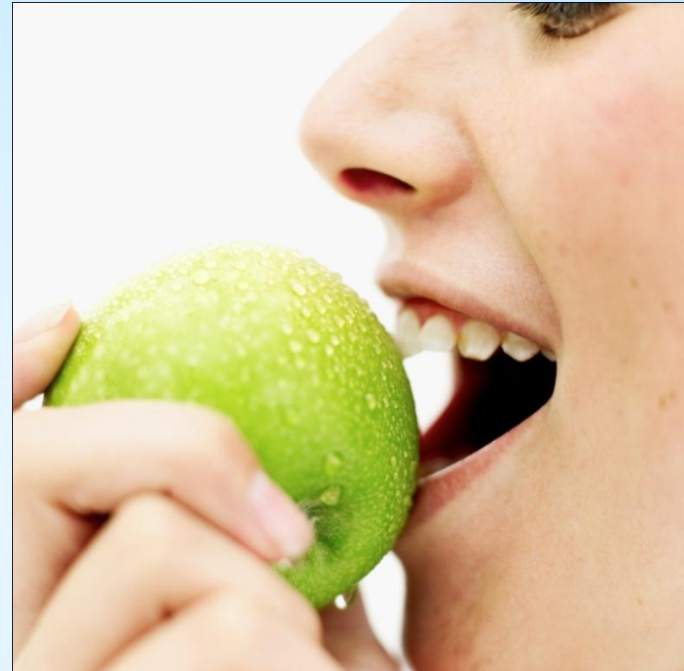
How to avoid Dental Problems?

- Maintaining good oral hygiene is important to ensure a healthy mouth
- Good oral health is important to overall well-being
- Brush twice a day, using a soft-bristled toothbrush and fluoride – containing toothpaste to remove plaque from tooth surfaces
- Clean between teeth daily with floss or an interdental cleaner to remove plaque from the places where the toothbrush can't reach
- Flossing is also essential to prevent gum diseases
- The tongue harbors bacteria, carefully brushing the tongue also helps reduce bad breath. Use a tongue scraper or a toothbrush that has a built-in tongue cleaner



How to avoid Dental Problems?

- Eat a balanced diet and limit between-meal snacks, which provide sugar for the bacteria in plaque to convert into decay-causing acids
- Keep your mouth moist by avoiding tobacco and drinking plenty of water — not coffee, soft drinks or alcohol, which can lead to a drier mouth. Chew gum or suck on candy (sugarfree) to stimulate saliva
- Change your toothbrush when it becomes frayed, about every 3-4 months, and choose a soft-bristled toothbrush with a tongue cleaner
- Visit your dentist on a regular basis — generally once or twice a year — for professional cleanings and oral exams



Fluoride

- Fluoride is a mineral that occurs naturally in all water sources
- Research has shown that fluoride helps to reduce cavities and helps repair the early stages of tooth decay



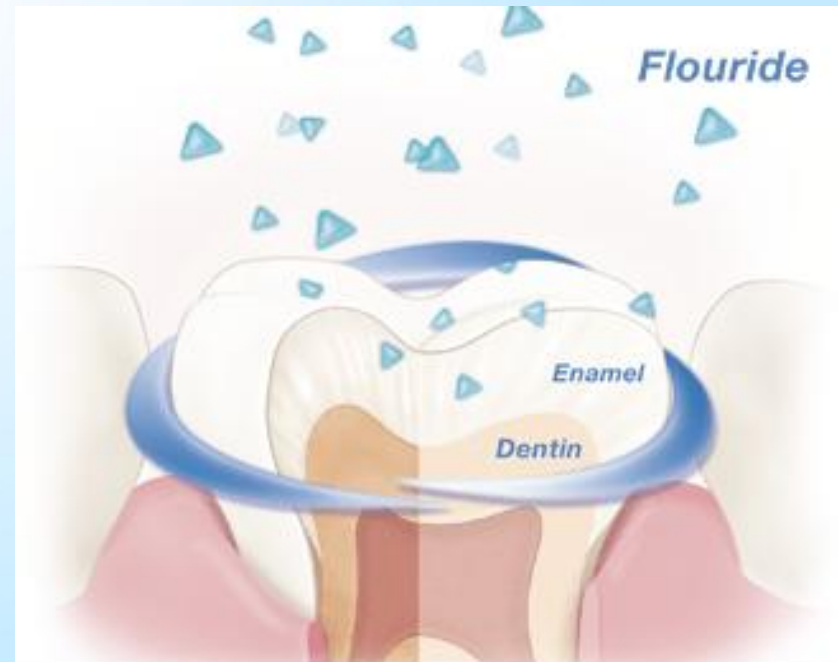
Reduces the formation of plaque acids

Helps prevent mineral loss caused by plaque acids

Promotes re-mineralisation of early decay

How it works for the teeth?

- Food particles left behind in the mouth break down into sugars that is broken down into cavity causing acids by bacteria
- Acids dissolve minerals from the tooth enamel, a process called demineralization
- This makes teeth weaker and results in tooth decay
- That's where fluoride comes in. When fluoride reaches the teeth, it gets absorbed into the enamel
- It helps to repair the enamel by replenishing the lost calcium and phosphorous strengthening the teeth – process called re-mineralization
- When fluoride is present during re-mineralization, the minerals deposited into the tooth enamel help strengthen teeth
- This way fluoride helps stop the decay process
- **Always use fluoride containing toothpaste atleast twice daily to keep cavities at bay**
- **It is effective and safe to use even for children**



dent ASSURE

Ensures Complete Dental
Hygiene for Your Family

Dentassure Toothpaste

- Dentassure Toothpaste is a foaming fluoridated paste for daily use
- It is a unique formula with dual protection of Neem and Clove that fights germs and prevents dental cavities
- It also helps support gum health
- It contains calcium that strengthens the teeth
- Use it daily for fresh breath and stronger teeth



- Neem fights germs
- Clove prevents cavities and supports gum health

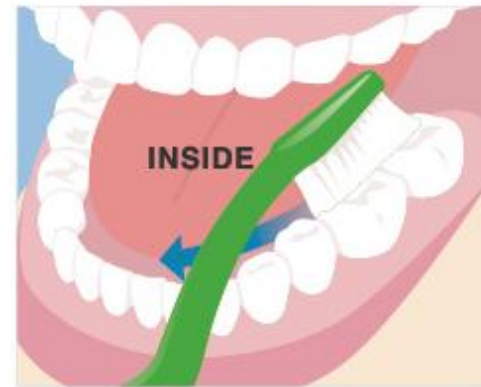
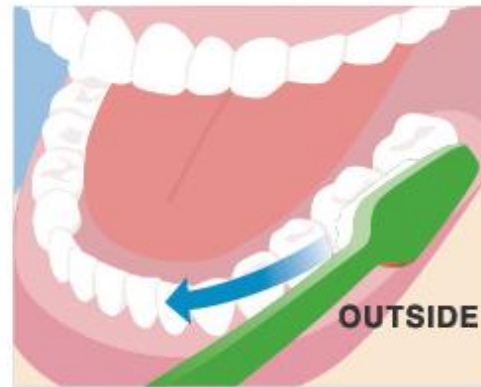
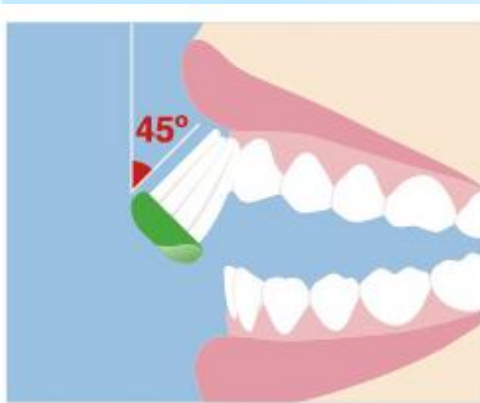
Dentassure Toothbrush

- An international quality toothbrush, scientifically designed to take complete care of your teeth and gums
- Dentassure Toothbrush is made of 100% DuPont bristles with rounded ends that reach between teeth and remove food particles and help prevent dental plaque
- Its unique gum massager gently cleans the teeth and massages the gums
- It has a special tongue cleaner for better oral health
- Dentists recommend replacing your toothbrush every 3-4 months



How to brush your teeth

- Proper brushing takes at least two minutes
- Use short, gentle strokes, paying attention to the gumline, hard-to-reach back teeth and areas around fillings, crowns etc.
- Concentrate on thoroughly cleaning each section as follows:



Tilt the brush at a 45° angle against the gumline and sweep or roll the brush away from the gumline

Gently brush the outside, inside and chewing surface of each tooth using short back-and-forth strokes

Gently brush your tongue to remove bacteria and freshen breath

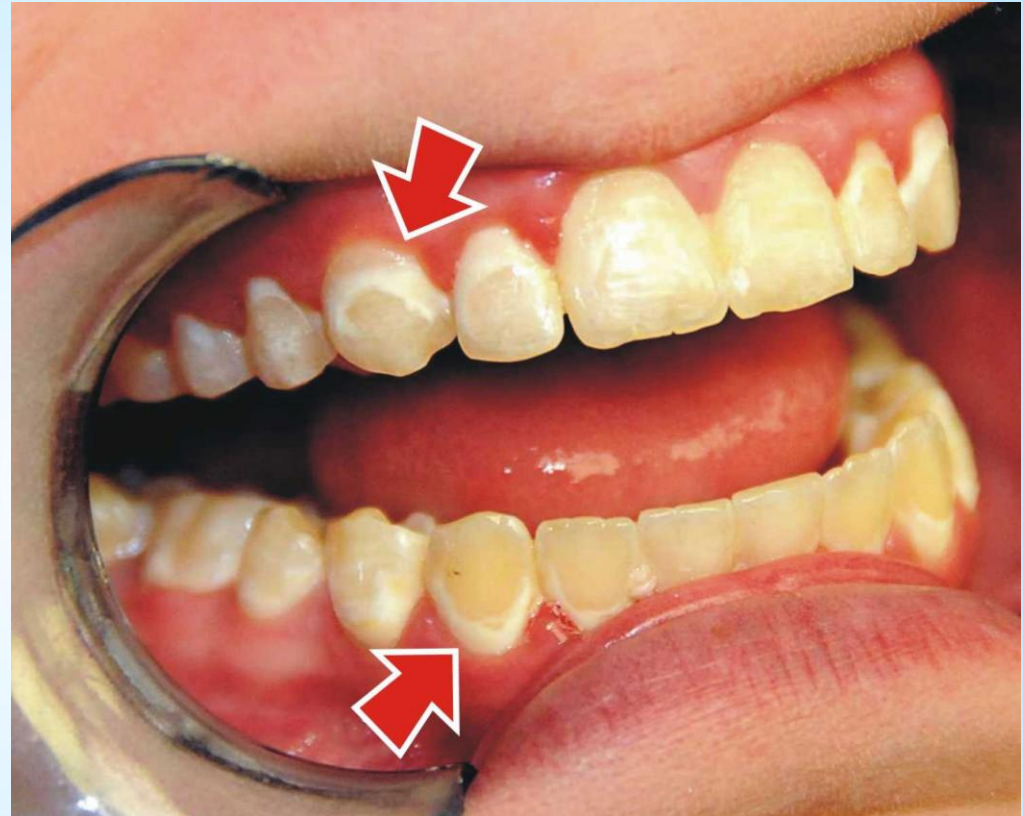
Introducing

dentASSURE

Whitening Toothpaste

Teeth Discolouration

- Our teeth become yellow due to stains over time – both deep and surface level
- Our teeth are not perfectly white by nature
 - Tooth enamel – the hard white surface of teeth, underneath which is a pale brown substance called dentin
 - Thick enamel looks white, but as enamel erodes it allows dentin tones to show through, making teeth look yellow
 - Enamel naturally wears with age, and acids from sugary foods also erodes the enamel surface



Teeth Discolouration

- There are two types of stains that cause discolouration of teeth
- **Intrinsic stains** that develop inside the tooth enamel. These can be due to mother's antibiotic use while pregnant or childhood exposure to fluoride
- **Extrinsic stains** are the result of certain habits
- The most common reasons for teeth to get yellow or stained are:
 - Using tobacco
 - Drinking dark-coloured liquids such as coffee, cola, tea and red wine
 - Not taking good care of your teeth



Dentassure Whitening Toothpaste

- Dentassure Whitening Toothpaste whitens teeth by removing surface stains, such as those caused by drinking coffee or smoking
- It gently polishes the teeth and removes stains
- It helps to retain natural whiteness of the teeth
- Cool mint flavour gives long lasting fresh breath



dent ASSURE

Whitening Toothpaste

MRP Rs. 130.00

DP Rs. 110.00

BV 66

PV 4.12



Thank you

QUIZ