

Tips and tools to promote better oral health

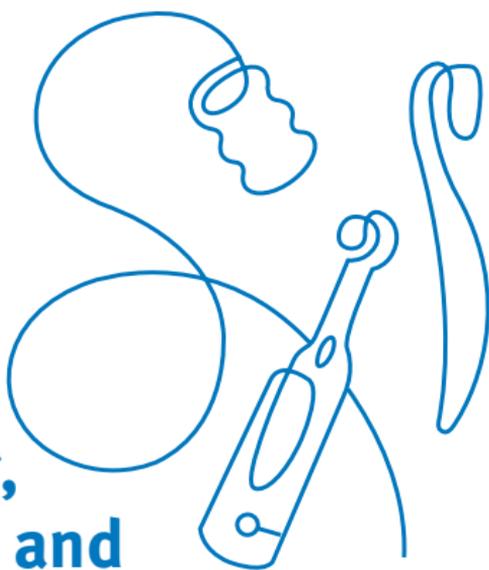


Innovation is the driving force

Since 1950, Oral-B® has created hundreds of innovative, preventive, and therapeutic products for use in the professional practice and at home. But the road to good dental health that starts in the dentist's office needs your follow-through at home. That's why we've provided the following information. Because with proper care, your next checkup just might be your best one yet!



Dental Health: Brushing, Flossing, and Preventive Care



Daily brushing and flossing are the building blocks of a good oral care program. The primary reason to brush and floss daily with an Oral-B toothbrush or Braun Oral-B power toothbrush and Oral-B floss is to disrupt and remove plaque — that colorless, sticky film of bacteria that grows on and in between your teeth and under your gums.

Plaque is one of the main causes of tooth decay and gum disease. Left to accumulate, plaque can cause cavities, bleeding gums, destruction of tooth-supporting bone, and even tooth loss. In fact, gum disease is one of the leading causes of tooth loss in adults today.

How Can Bacteria Harm Teeth and Gums?

The bacteria in plaque produce acid that can eat right through tooth enamel (the hard, protective covering on your teeth), opening the way for cavities to develop. Plaque also irritates the gums, leading to gum disease, which in its early stage is called gingivitis.

However, plaque is easy to control if you follow these simple steps:

- **Brush your teeth at least twice a day with an Oral-B toothbrush or Braun Oral-B power toothbrush.** Use a soft-bristled brush and make sure the toothbrush fits comfortably in your mouth and lets you reach all areas easily. Plus, you should use a toothpaste that contains fluoride to help protect your teeth from decay.
- **Cleaning between teeth is essential.** Did you know that if you don't floss, you're leaving up to 40 percent of your tooth surfaces untouched and unclean?
- **Visit your dentist and hygienist regularly** – at least twice a year for professional cleaning and oral exams.



81% of dental professionals surveyed saw improvement in their patients with the Braun Oral-B Ultra Plaque Remover.¹

B rush Up on Brushing.

Proper brushing is the first step in maintaining healthy teeth and gums and only requires about two minutes. Here's an example of an effective way to brush:

1. For the outer tooth surfaces, place the toothbrush at a 45-degree angle toward the gumline.



2. Use gentle, short strokes, moving the brush back and forth against the teeth and gums.



3. Use this same motion to clean the chewing and inner tooth surfaces.

4. To clean the inner front tooth surfaces, hold the brush upright and use gentle up-and-down strokes with the tip of the brush.



5. Don't forget to brush along the gumline, and make sure you reach those teeth right at the back.

6. And while you're at it, give your tongue a brushing—it'll help keep your breath fresh!



Toothbrush Replacement — It's a Good Policy.

Most importantly, remember to replace your toothbrush when it begins to show wear—or every three months, whichever comes first.

Why is it smart to change your toothbrush on a regular basis? Studies have shown that a new toothbrush removes up to 30 percent more plaque than one that's 3 months old.²



Oral-B can help you remember when it's time for a new toothbrush. Only Oral-B toothbrushes have patented blue Indicator® bristles which fade halfway to remind you when it's time to replace your brush.



What About Power Toothbrushes?

Newer designs that incorporate advanced technology remove plaque effectively and are reliable and safe to use. In fact, clinical studies show that the Braun Oral-B 3D Excel Pulsating Toothbrush and the Braun Oral-B 3D Pulsating Toothbrush remove significantly more plaque than a manual toothbrush.^{3,4} Ask your dentist or hygienist how you would benefit from using one.

How to Use a Power Toothbrush:

Refer to brushing instructions supplied with your power toothbrush. Here's how you use a Braun Oral-B power toothbrush.

1. When using a Braun Oral-B power toothbrush make sure you guide the brushhead slowly from tooth to tooth, following the curve of the gum and the shape of each tooth.
2. Hold the brushhead in place for a few seconds before moving on to the next tooth.
3. Don't forget to reach all the areas of your teeth including the fronts, backs, and tops.
4. Brush the gums as well as the teeth. It isn't necessary to press hard or scrub. Simply let the brush do all the work.



Flossing...It's as Important as Brushing.



After you've brushed the fronts, backs, and tops of your teeth, you need to get between them—to get to areas beyond the reach of your toothbrush. Did you know if you don't floss you're leaving as much as 40% of your tooth surfaces untouched and uncleaned?

How to Floss:

1. Take about 18 inches of floss (such as Oral-B® SATINFloss®) and loosely wrap most of it around each middle finger (wrapping more around one finger than the other) leaving an inch of floss in between.



2. With your thumbs and index fingers holding the floss taut, gently slide it down between your teeth, while being careful not to snap it down on your gums.



3. Curve the floss around each tooth in a “C” shape and gently move it up and down the sides of each tooth, including under the gumline. Unroll a new section of floss as you move from tooth to tooth.



Don't worry about your gums bleeding at first—this is quite common. It may be a sign that you have some form of gum disease. After a few days of flossing the bleeding should stop as your gums become healthier. If bleeding persists, consult your dentist or hygienist.



Both patients and professionals prefer Oral-B SATINFloss dental floss.⁵

Got Kids? Start 'Em Early!

Healthy teeth are key to a healthy childhood. Kids need them for chewing, proper digestion, speaking clearly, and looking good. And thanks to advances in dentistry and Oral-B® and Braun Oral-B dental healthcare products, today's children are more likely than ever to grow up with strong, cavity-free teeth. Here are a few good ways to get kids started.



- Even before they have teeth, infants should have their gums cleaned. Use a gauze pad or infant washcloth after feedings and before bedtime.
- Avoid putting your baby to bed with his or her bottle.
- Ask your dentist about supplemental fluoride treatments.
- Brush your children's teeth until they are three years old, then start encouraging them to join in.
- Children under four should use a simple brushing technique such as a small circular brushing motion.
- Encourage your children to get into the habit of brushing their teeth at least twice a day (after breakfast and before bedtime) with a children's fluoride toothpaste. *Here's a good idea: brushing your teeth together sets a good example and helps your child learn by watching and imitating you.* It can also create a consistent and fun environment for toothbrushing.

- Supervise brushing until around age eight.
- You may also want to consider a power toothbrush (such as the Braun Oral-B Kids' Power Toothbrush) for your child. It really gets the job done and is clinically proven to be as gentle and safe to use as a manual toothbrush.⁶
- Don't use too much toothpaste. A pea-sized amount is all you need. Make sure your child learns not to swallow any fluoride toothpaste that remains in his or her mouth. They should spit it out and rinse their mouth with water.
- Next comes flossing. Once a child's teeth start to fit closely together (between ages two and six), parents should help kids get in the habit of flossing daily.
- Tying the floss into a circle might make it easier for kids to use. Start with about 10 inches, and have the child hold the floss between their thumbs and forefingers.
- Plan a visit to your dentist and hygienist for a checkup at least every six months.
- And most importantly, be sure to praise your child for a job well done.

Oral-B® toothbrushes with kid-tested, fun designs motivate children to brush longer and more often.



A Dental Timetable for Children of All Ages

- 0 Baby's first teeth (the front four) usually appear sometime between the age of six months and one year.
- 1 Children should first go to the dentist sometime between the eruption of their first tooth and their first birthday.
- 2 By the time your child is three years old, he or she should have a complete set of 20 primary (or baby) teeth.
- 3 Around age three your child should be learning to brush using a simple brushing technique—such as a small circular brushing motion. However, you should brush for them afterwards to ensure their teeth and gums are properly cleaned.
- 4 Baby teeth will be replaced by permanent teeth from around the age of six until age 12 or 13. At this time, your child will have 28 of their 32 permanent teeth. The last teeth to appear are the wisdom teeth, which erupt around age 16.
- 5 Brushing should be supervised until age eight.
- 6 Floss your child's teeth until he or she is able to do a good job themselves—around age 10.
- 7
- 8
- 9
- +



What About Fluoride Treatments?

Tooth decay, or cavities, used to be a certainty. But the arrival of fluoridated drinking water and toothpaste has changed that. Fluoride is a natural mineral that safely strengthens tooth enamel (the hard outer “shell” of your tooth) and helps stop cavities from forming.

Children can really benefit from fluoride. In fact, in communities where fluoride has been added to the drinking water, children have up to 50% fewer cavities!⁷

If your child isn't getting enough fluoride from the drinking water, or they continue to get cavities, your dental professional may suggest a fluoride treatment.

Home Fluoride Rinses.

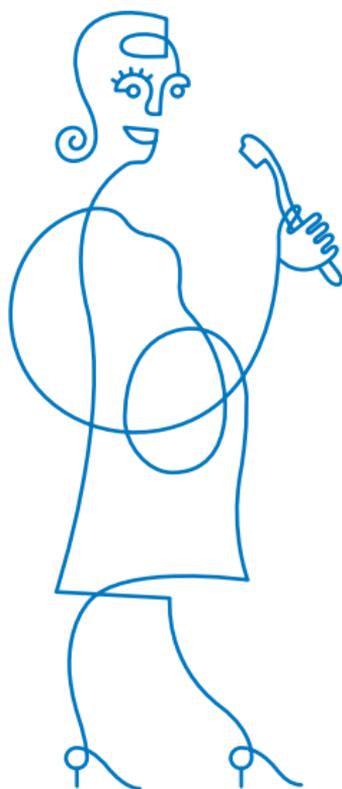
Everyone over the age of six can benefit from a home fluoride rinse. Used regularly, home fluoride rinses have been proven to significantly reduce cavities up to 40 percent more than simply brushing alone.

Oral-B® home fluoride products provide added protection for cavity-prone children and adults.



Last but Not Least...

Eat right! A good, well-balanced diet goes a long way toward good dental health. So, be sure to choose foods from the five major food groups, watch how much you snack between meals, and limit sugary foods to mealtimes only.



References:

1. Warren, et al. *JADA*. 2000;131:389-394.
2. Doherty FM, et al. *J Dent Res*. 1998;77, Abstr. 2314.
3. Warren PR, et al. *Am J Dent*. 2001;14:3-7.
4. Cronin M, et al. *Am J Dent*. 1998;11:S17-S21.
5. 1999 Professional and Patient Use Tests, among those with a preference.
6. Garcia-Godoy F, et al. *Am J Dent*. 2001;in press.
7. American Dental Association in cooperation with the American Academy of Pediatric Dentistry.

Provided as an educational service by:

Oral-B®

BRAUN

Oral-B®

Oral-B Laboratories
600 Clipper Drive, Suite 200
Belmont, California 94002