

# BETTER ORAL HYGIENE, BETTER HEALTH?

The health of your mouth says a lot about your overall health. Likewise, problems inside your mouth can affect your overall health. Everyone's mouth has bacteria, even healthy mouths. Good oral hygiene, like brushing, flossing, and rinsing, helps to keep the bacteria in your mouth under control.<sup>1</sup>

## THE ROOT OF THE MATTER

YOUR MOUTH CAN ACT AS A POINT OF ENTRY FOR INFECTION. IN FACT, GUM DISEASE IS LINKED TO A HOST OF OTHER DISEASES, SUCH AS DIABETES AND HEART DISEASE.<sup>2,3</sup>



**OVER 94% OF ADULTS** (AGED 34 TO 64) AND **OVER 50% OF CHILDREN** (AGED 6 TO 8) HAVE CAVITIES<sup>4,5</sup>

AROUND **51 MILLION AMERICANS** LIVE IN AREAS WITH A SHORTAGE OF DENTAL HEALTH PROFESSIONALS<sup>6</sup>

THE NATIONAL COST OF POOR ORAL CARE HAS BEEN ESTIMATED TO BE OVER **\$111 BILLION** AND CLIMBING<sup>7</sup>

The healthy smile that comes with good oral health can also improve your self-esteem, boost your confidence, and can even help you be more successful in your career.<sup>8,9</sup> Some keys to a healthy smile are:



**Regular visits to the dentist.** Even if you are healthy, it is important to have regular exams, cleanings, and screenings in order to prevent the potential risk of disease associated with oral plaque and bacteria.<sup>10</sup>



**Brushing, flossing, and rinsing.** A good oral care routine is key to a healthy mouth. Brushing and flossing are important in maintaining a clean, healthy mouth, but these won't do the job alone. Using an antimicrobial mouthrinse in addition to these methods can rid your mouth of the germs brushing and flossing tend to leave behind.<sup>11</sup>



**Reducing your stress.** Believe it or not, research has shown that stress levels can play a role in oral health issues. For instance, canker sores may be tied to stress. So spend time doing what you enjoy, and don't sweat the small stuff!<sup>12</sup>

To find out how healthy YOUR mouth is, take the Oral Health Quiz, and learn more on maintaining a healthy mouth at [www.webmd.com/oral-health/healthy-mouth-15/your-healthy-mouth/oral-health-assessment](http://www.webmd.com/oral-health/healthy-mouth-15/your-healthy-mouth/oral-health-assessment)

Brushing and flossing is important, but only covers 25% of the mouth. Adding ADA-accepted LISTERINE<sup>®</sup> mouthwash can clean virtually 100% of your mouth.<sup>13</sup>

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**LISTERINE<sup>®</sup>**

For more information, visit [listerine.com](http://listerine.com)

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