Healthy Lifestyle

Issues throughout your body can affect the health of your mouth. For instance, diabetics are more prone to gum disease.

It’s Essential for a Healthy Lifestyle

Better oral health is a key part of healthy living.

The essentials to maintain optimal health:

- A balanced diet, regular exercise, stress management
- Proper oral hygiene
- Regular medical and dental visits

No endorsement from the USDA is implied.
Question:
• “What do you know about plaque biofilm?”

Suggestions:
• Talk about how plaque biofilm is always growing: 24/7—even after brushing and flossing—plaque biofilm immediately begins regrowing in the mouth
• Left untreated, plaque biofilm can progress to more serious issues in the mouth (like cavities, gingivitis, and periodontitis)
• Stress the importance of regular brushing, flossing, and using an antimicrobial rinse twice a day to keep the plaque biofilm immature
Plaque Biofilm: Essentially, It’s the Invisible Villain

**Plaque biofilm**: a slippery layer of bacteria living and growing all over the mouth

*Note:* It’s essential to fight the growth of plaque biofilm **every day**, twice a day.
Question:
• “Do you know how cavities form?”

Suggestions:
• Mention that bacteria in plaque biofilm causes all the trouble
• To provide some perspective, show your patient these images compared with his or her current x-rays
• Reinforce that a daily routine of **BRUSH, FLOSS & RINSE®** can fight plaque biofilm
Plaque Biofilm: Can Cause Cavities

Let plaque biofilm grow, and it can lead to caries—or cavities.

As the bacteria feed off sugars from your food or drink, acid is produced that demineralizes (dissolves) tooth enamel.
Questions:
- “What is your understanding of gingivitis and what causes it?”
- “Now that you know the role plaque biofilm plays in the formation of gingivitis, what are you going to do about it?”

Suggestions:
- Talk about why your patient needs to control gingivitis
- Be positive: remind your patient that gingivitis is a “wake-up call” to take action since it is a **reversible** condition
- Reinforce that a regular routine of **BRUSH, FLOSS & RINSE®** can help reverse gingivitis
- Introduce the fact that, if gingivitis is left untreated, it can progress to periodontitis, which is **not** reversible
Plaque Biofilm: Can Cause Gingivitis

Without proper care, plaque biofilm can cause gingivitis—or gum inflammation.

Bacteria make the gums red, tender, swollen, and bleed easily.

Gingivitis Is Reversible
Question:

• “Now that you know the consequences of periodontitis, what are you going to do to prevent it, or (if individual has periodontitis) manage it?”

Suggestions:

• Stress the need to remove plaque biofilm every day to prevent periodontitis—an irreversible condition

• For patients who have periodontitis, stress how important it is to stop the progression of the disease (and future bone loss) by taking better care of their teeth and gums
Plaque Biofilm and Periodontitis

Without proper care, gingivitis can lead to periodontitis—a serious bacterial infection.

Periodontitis causes gums to recede, which can result in the loss of bone and teeth.

**Periodontitis Is NOT Reversible**
Questions:
• “What is your current at-home oral hygiene routine?”
• “Can you explain why the **BRUSH, FLOSS & RINSE®** routine to remove plaque biofilm every day is so important?”
• “So, what changes are you prepared to make to your daily routine to achieve better oral health?”

Suggestions:
• Tell patients that brushing and flossing disrupt the plaque on teeth and gums, but teeth make up only 25% of your mouth. To kill plaque and gingivitis germs that brushing leaves behind, be sure to finish the oral care routine with an antimicrobial mouthrinse that kills the bacteria.
• Reinforce that to **BRUSH, FLOSS & RINSE®** is not just about cleaning a build-up of plaque—for healthy patients, it’s a preventive measure.
The Essential At-Home Routine

**BRUSH, FLOSS & RINSE**—to protect your mouth for a lifetime

1. **BRUSH**
   twice a day with a fluoride toothpaste to remove plaque from tooth surfaces

2. **FLOSS**
   daily to clean in between teeth

3. **RINSE**
   with an ADA-accepted antimicrobial mouthrinse to reduce plaque and gingivitis or a fluoride mouthrinse to prevent tooth decay

The **ADA** says “The sequence in which you brush, floss, and rinse makes no difference, as long as you do a thorough job and use quality products.”*
Questions:
• “Can you show me the way you brush? What surfaces do you brush?”
• “How many times a day do you brush?”

Suggestions:
• Compare brushing their teeth to the exam the patient just had in your chair:
  1. Instruct patients to be organized in their approach to brushing—
     start in the back of the mouth and continue all the way around to
     the other side
  2. Use 2-3 strokes for every 2 teeth and do this consistently to ensure
     they don’t miss any area of the tooth
• Discuss the different types of brushes available for different patient needs
  (soft bristles, etc) to improve compliance
The Essentials of Brushing

The ADA recommends:

BRUSH 2x/day

**Brushing tips:**
- 45° angle/teeth & gums
- Short, back & forth strokes
- Brush outside, inside, and all chewing surfaces of teeth
Questions:
• “Can you show me the way you floss?”
• “How long do you take to floss?”

Suggestions:
• Just like brushing, instruct patients to approach flossing in an organized manner:
  1. Clean between each tooth, making a “C” shape
  2. Should the floss become stuck between teeth, just let go of it and pull through
  3. Mention that there are other interdental tools available that clean in between the teeth, such as flossers and dental picks, which may be easier to use for patients with dexterity issues
The Essentials of Flossing

The ADA recommends:
FLOSS daily between teeth

Flossing tips:
Clean between each tooth, making a “C” shape
Gently slide floss in between teeth and gums
Don’t forget your back teeth
Questions:

• “Where does rinsing fit in your oral hygiene routine?”
• “What do you know about antimicrobial rinses?”

Suggestions:

• Remind patients that brushing and flossing alone can’t clean the whole mouth—the mouth is more than just teeth—they need to make sure to clean their gums, tongue, and other surfaces that brushing and flossing can’t reach.

– You can point out that brushing and flossing only reaches 25% of the mouth and that adding a rinse can clean the other 75% for a 100% WHOLE MOUTH CLEAN™

• Explain to patients what an antimicrobial rinse is and why it’s important to choose this kind of therapeutic rinse over a cosmetic one.

• Remind your patients that not all antimicrobial rinses are the same: some have a fixed combination of 4 ESSENTIAL Oils that penetrates deep into plaque biofilm to kill the bacteria that cause problems.

• Stress the importance of twice-daily rinsing at full strength with an essential-oil-containing rinse to achieve the maximum benefits of plaque and gingivitis prevention and reduction.

• Reassure patients that if the taste of the rinse is too intense, there are less intense flavors available that still kill the germs that cause plaque and gingivitis, such as LISTERINE® SOFT MINT™.
The Essentials of Antimicrobial Rinsing

In addition, the ADA recognizes the benefits of rinsing with an ADA-accepted antimicrobial mouthrinse to reduce plaque and gingivitis: RINSE 2x/day for 30 seconds with 20 mL (4 teaspoons)

Even after brushing and flossing, plaque biofilm is still present in your mouth.

In just 30 seconds, an antimicrobial rinse—with a fixed combination of 4 ESSENTIAL Oils—can penetrate deep into plaque biofilm to kill the bacteria in virtually 100% of the mouth.

This leaves you with a WHOLE MOUTH CLEAN™.
Questions:

• “Are you aware that many types of foods and beverages you consume regularly create acids?”

• “What do you know about fluoride rinses?”

Suggestions:

• Tell patients that acids are produced by the bacteria in the mouth when they eat sugar and other carbohydrates

• Remind patients that not all fluoride rinses are the same: some have RAPID FUSION TECHNOLOGY™, which helps draw more minerals from saliva for powerful fluoride uptake, and stronger teeth

• Encourage patients to keep their teeth cavity free by brushing and flossing every day, along with daily fluoride rinsing
The Essentials of Fluoride Rinsing

In addition, the ADA recognizes the benefits of rinsing with a fluoride mouthrinse to prevent tooth decay:

**RINSE** daily per product instructions

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**ACIDS WEaken ENAMEL**

When your teeth have been in contact with strong acids it can weaken enamel. This can lead to cavities.

**FLuorIDE STRENGTHENS ENAMEL**

Fluoride can strengthen enamel, helping to stop tooth decay. Rinses with RAPID FUSION TECHNOLOGY™ boost the uptake of fluoride on tooth surfaces.

**STRENGTHENED ENAMEL**

Strengthened enamel can help prevent cavities.
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