

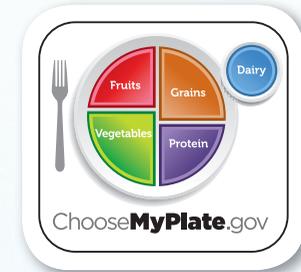
It's Essential for a Healthy Lifestyle

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



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

Question:

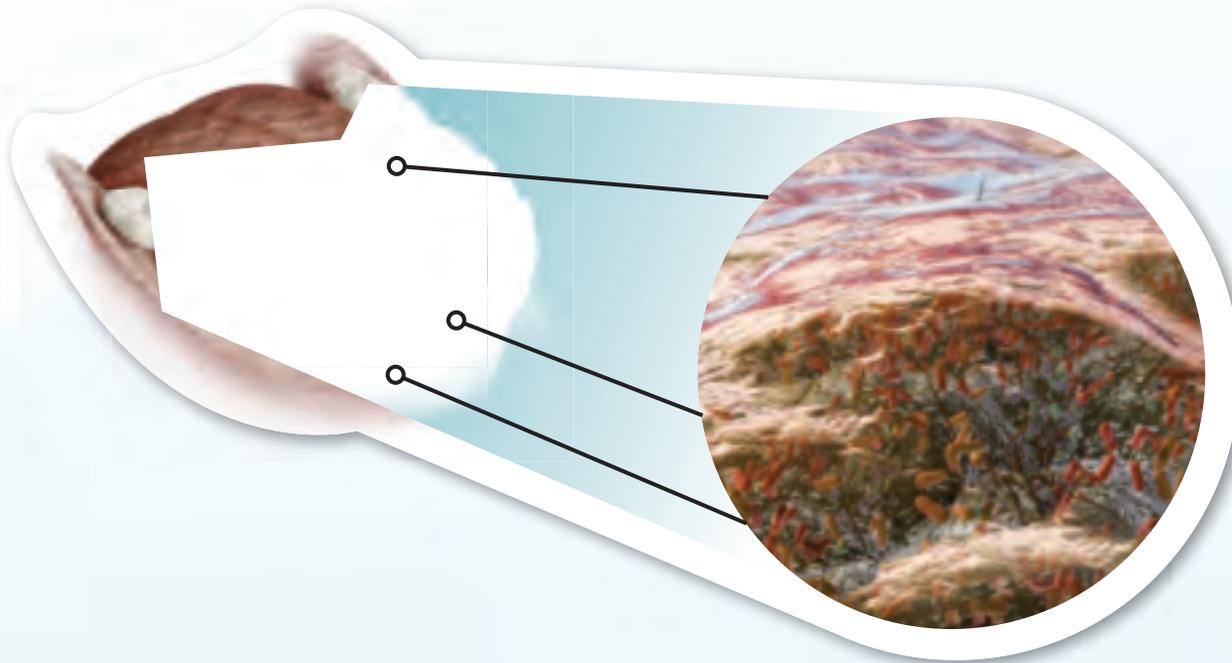
- “What do you know about plaque biofilm?”

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



Layers of bacteria cause oral health problems

The image above is an illustrative representation of a mouth affected with plaque biofilm.

Note: It's essential to fight the growth of plaque biofilm **every day**, twice a day

Question:

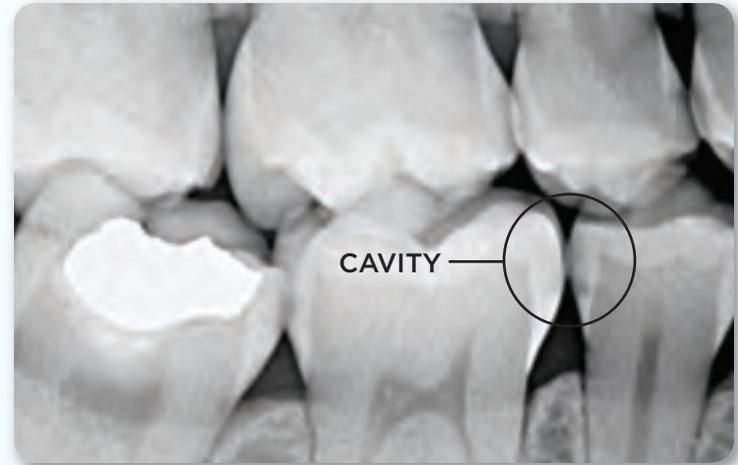
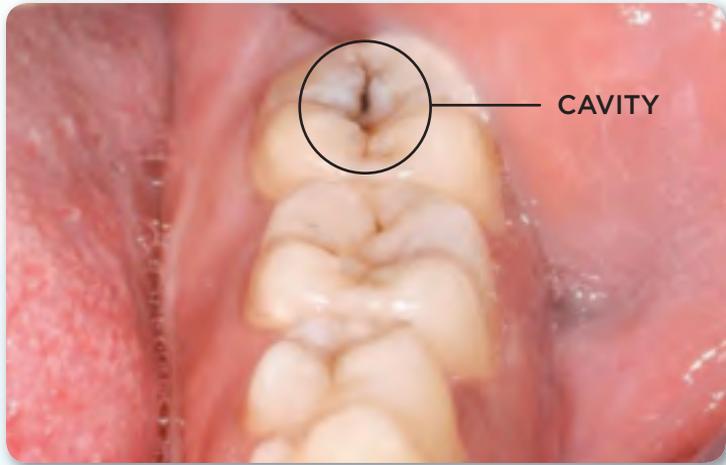
- “Do you know how cavities form?”

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

Pre stain



Does this mouth look clean?

Post stain



Same mouth with plaque biofilm disclosed

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

Gingivitis Is Reversible

Question:

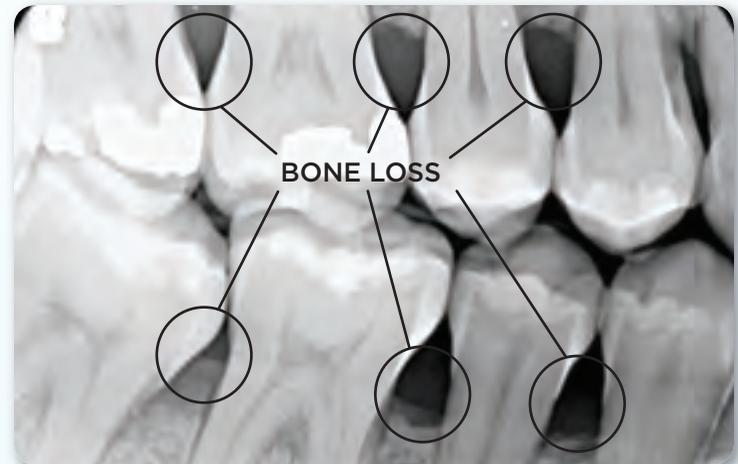
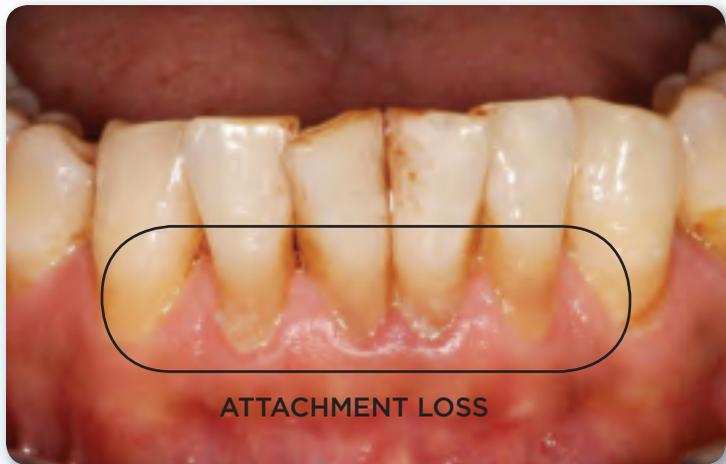
- “Now that you know the consequences of periodontitis, what are you going to do to prevent it, or (if individual has periodontitis) manage it?”

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

The **AMERICAN DENTAL ASSOCIATION (ADA)** recommends:

In addition, the **ADA** recognizes the benefits of:



BRUSH

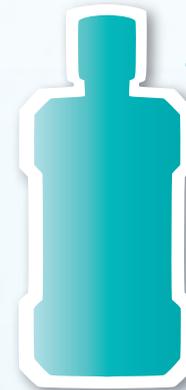
twice a day with a fluoride toothpaste to remove plaque from tooth surfaces



FLOSS

daily to clean in between teeth

&



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?”

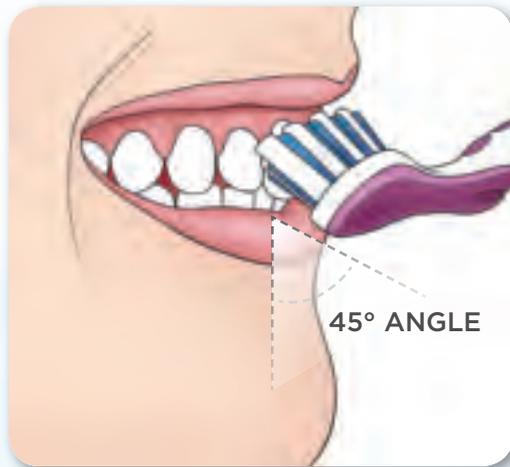
Suggestions:

- 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

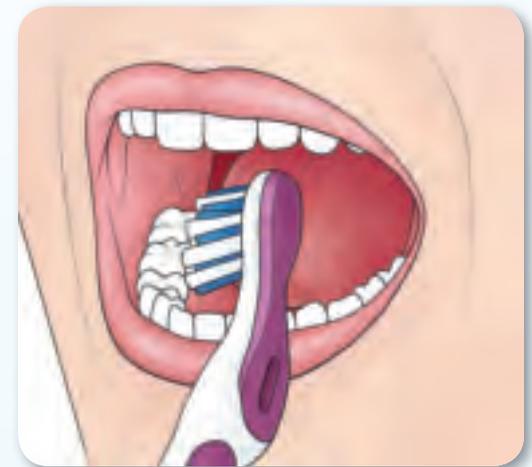


Brushing tips:

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

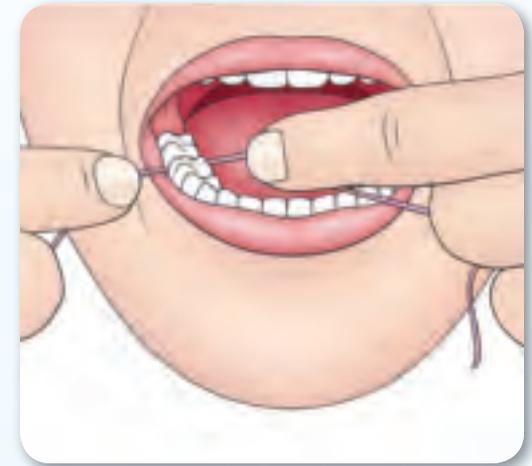


Flossing tips:

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?”

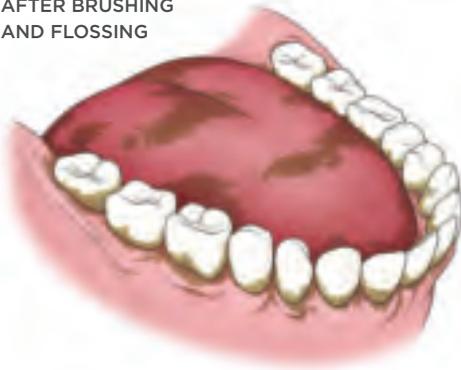
Suggestions:

- 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

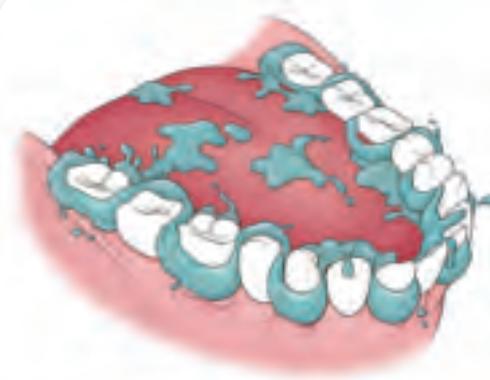
In addition, the **ADA** recognizes the benefits of rinsing with an **ADA-accepted** antimicrobial mouthrinse to reduce plaque and gingivitis: **RINSE 2x/day** for 30 seconds with 20 mL (4 teaspoons)

AFTER BRUSHING
AND FLOSSING



Brushing and flossing cover **25%**

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



Adding a rinse cleans the other **75%**

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.



For a **100% WHOLE MOUTH CLEAN™**

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?”

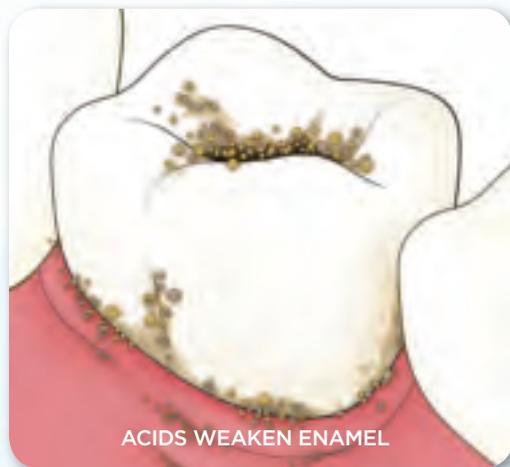
Suggestions:

- 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

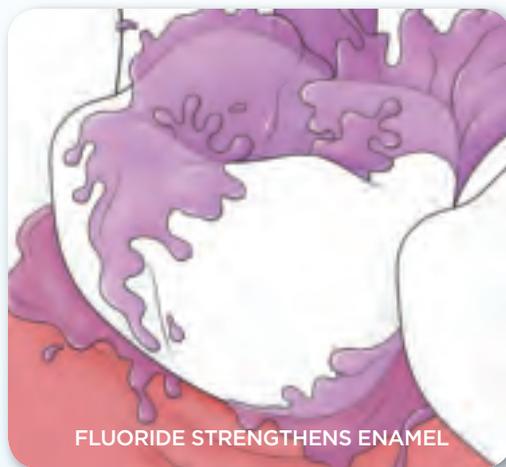
The Essentials of Fluoride Rinsing

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

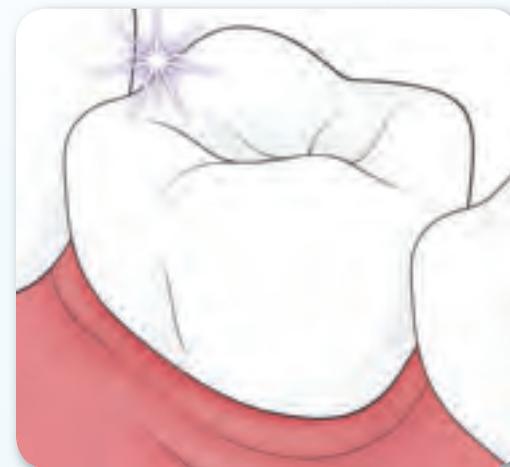
RINSE daily per product instructions



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



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



Strengthened enamel can help prevent cavities.

Questions:

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- “Can you explain why the **BRUSH, FLOSS & RINSE**[®] routine to remove plaque biofilm every day is so important?”
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