According to “The Canadian Health Measures Survey 2007–2009,” while pain and infection that may arise from oral disease are important in and of themselves, there is an increasing awareness regarding their contribution to the incidence and severity of other diseases such as diabetes, respiratory and cardiovascular health.

How can we help prevent oral disease?

The new Clinical Gum Protection PRO-HEALTH® products virtually eliminate gingivitis.1 With routine dental check-ups and regular use, patients with mild to moderate persistent gingivitis can reduce inflammation and bleeding and significantly improve their gum health.

“We developed the Clinical PRO-HEALTH products for Gingivitis. The system includes Crest® Pro-Health Clinical Gum Protection toothpaste, with newly balanced stabilized stannous fluoride chemistry that provides an increase in antibacterial power. This has resulted in our highest level of protection against plaque bacteria that cause gingivitis and a toothpaste that helps reverse it after four weeks of regular use,” said Dr. Robert Gerlach, DDS, MPH, research fellow, P&G Worldwide Clinical Investigations.

With these Clinical Gum Protection products, we have found in a clinical study an extraordinary 95 percent reduction in the number of bleeding sites after six weeks of treatment when compared to a control group that used regular anti-cavity toothpaste and a soft manual toothbrush after a dental prophylaxis at the baseline.2

To break the cycle of this all-too-prevalent disease, Crest Oral-B® is introducing a regimen specially designed for patients with recurring gingivitis.

The Clinical PRO-HEALTH regimen for Gingivitis helps break the cycle of gingival inflammation and gingival bleeding for improved oral health in patients with mild to moderate persistent gingivitis. The regimen is demonstrated in a clinical study to reduce Gingivitis by 95 percent2 when using:

• Oral-B Professional Care Smart-Series® 5000 Power Toothbrush with SmartGuide
• New Crest PRO-HEALTH Clinical Gum Protection Toothpaste
• New Oral-B Glide® PRO-HEALTH Clinical Protection for Professionals Floss

References
2. After six weeks of use. Compared to a dental prophylaxis and brushing with a regular manual toothbrush and anti-cavity toothpaste.