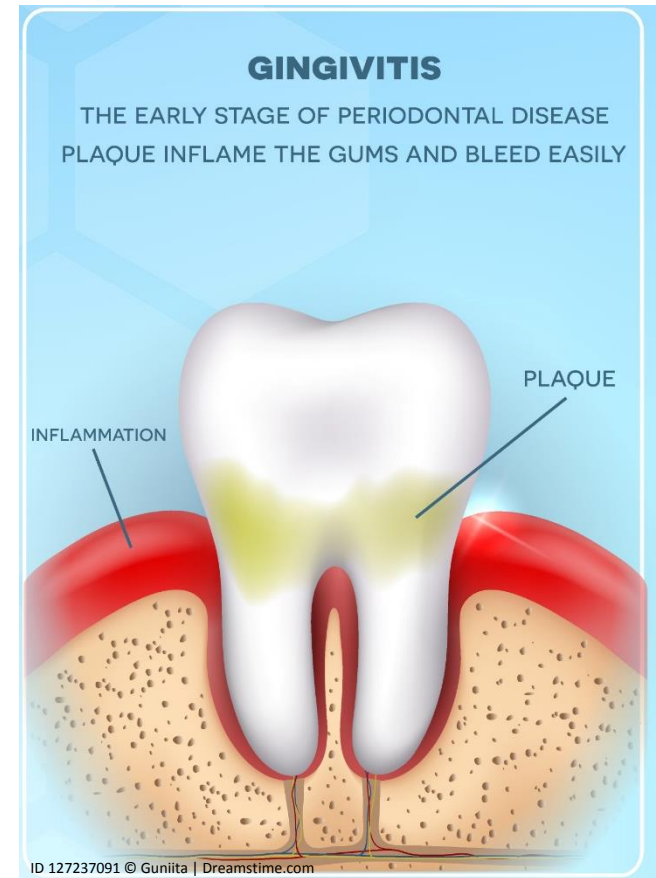


# Did you say JEAN-JER-VI-TIS?

Gingivitis is an early stage of gum disease that makes your gums look red and swollen. This is caused by plaque which builds up on your teeth after meals. If the plaque is not removed by daily brushing and flossing, it produces toxins that can irritate the gums. This in turn causes the gums to bleed when you brush your teeth.

## *What can you do to prevent gingivitis?*

- Brush your teeth every morning and every night
- Floss every day to clean between your teeth
- Limit sweets, sugary foods and sugar-filled drinks
- Visit your dentist at least once a year for a check-up and professional cleaning



**Good oral hygiene habits can prevent gingivitis**