



Heart disease, or cardiovascular disease, occurs when blood vessels narrow or become completely blocked, which can lead to chest pain, heart attack or stroke. Emerging research supports an association between heart disease and periodontitis (severe gum disease).

## WHAT CAN I DO TO HELP KEEP MY HEART AND MOUTH HEALTHY?

The Surgeon General's Report on Oral Health states that good oral health<sup>1</sup> is integral to general health. So be sure to brush and floss properly and see your dentist and doctor/cardiologist as often as recommended.

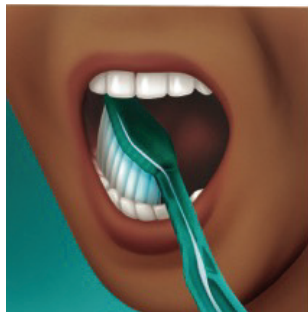
If you have (or are at risk for) heart disease, don't forget the importance of oral hygiene for your overall health.

- Establish and maintain a healthy mouth. This means brushing and flossing daily and visiting your dentist regularly.
- Make sure your dentist knows you have a heart problem.
- Carefully follow your physician's and dentist's instructions

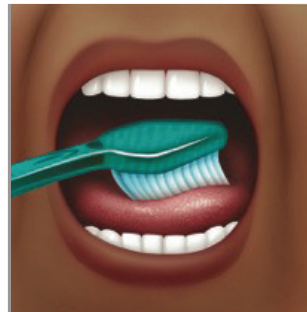
## THE RIGHT WAY TO BRUSH



Clean the outer surfaces of your upper teeth, then your lower teeth by brushing away from the gumline

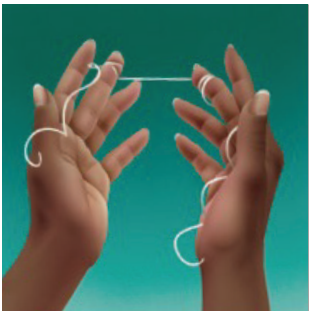


Clean the inside and chewing surfaces of your upper teeth, then your lower teeth using short back-and-forth strokes

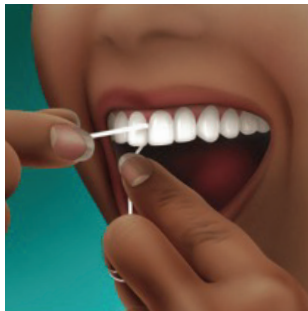


Gently brush your tongue to remove bacteria and freshen breath

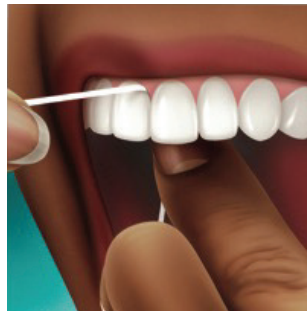
## THE RIGHT WAY TO FLOSS



Use about 18 inches of floss, wrap around middle fingers, leaving an inch or 2 to work with



Holding floss taut, gently slide up and down between your teeth



Follow the curve of each tooth, making sure to go beneath the gumline, but never snapping the floss against the gums

## TO HELP KEEP YOUR HEART HAPPY, IT IS IMPORTANT TO KEEP YOUR MOUTH HEALTHY

Colgate has a range of products to help you keep your mouth healthy.



COLGATE TOTAL® ADVANCED DEEP CLEAN



COLGATE® 360° TOOTHBRUSH



COLGATE TOTAL® MOUTHWASH FOR GUM HEALTH™