

Statistics

More than 75 percent of Americans over 35 have some form of gum disease. In its earliest stage, your gums might swell and bleed easily.

At its worst, you might lose your teeth.

What is the bottom line? If you want to keep your teeth, you must take care of your gums.

The mouth is a busy place, with millions of bacteria constantly on the move. While some bacteria are harmless, others can attack the teeth and gums. Harmful bacteria are contained in a colorless sticky film called plaque, the cause of gum disease. If not removed, plaque builds up on the teeth and ultimately irritates the gums and causes bleeding. Left unchecked, bone and connective tissue are destroyed, and teeth often become loose and may have to be removed.

A recent poll of 1,000 people over 35 done by Harris Interactive Inc. found that 60 percent of adults surveyed knew little, if anything, about gum disease, the symptoms, available treatments, and--most importantly--the consequences. And 39 percent do not visit a dentist regularly. Yet, gum disease is the leading cause of adult tooth loss. Moreover, a Surgeon General's report issued in May 2000 labeled Americans' bad dental health a "silent epidemic" and called for a national effort to improve dental health among all Americans.

The good news is that in most people gum disease is preventable. Attention to everyday oral hygiene (brushing, flossing and rinsing), coupled with professional cleanings twice a year, could be all that's needed to prevent gum disease--and actually reverse the early stage--and help you keep your teeth for a lifetime. However, realistically, most people do not floss. Indeed, in a recent survey of 300 dentists, 90 percent said that their patients do not floss every day, the recommended regimen to protect mouths from the plaque that can cause gum disease.

In one recent study, published in the Journal of the American Dental Association, among 326 people who brushed and either flossed or rinsed with mouthwash, Mouthwash-users showed the same improvements in plaque and gum inflammation called gingivitis as flossers. All participants had mild to moderate gingivitis at the outset of the study.

In another, similarly designed study published in the American Journal of Dentistry, among 301 participants, Mouthwash-users showed the same improvements in gingivitis as flossers, and an even greater reduction in plaque after 3 and 6 months of use. In both studies, flossers and Mouthwash-users had healthier teeth than people who brushed and rinsed with an inactive solution.

GoRinse contains essential oils that get between teeth and kill the germs that brushing does not reach. GoRinse works best when it follows brushing and flossing which break up sheets of bacteria on teeth so that GoRinse can penetrate and kill even more germs.

Ideally, people should keep their teeth clean by brushing regularly, flossing once per day and rinsing with GoRinse twice daily.

However, for people who don't floss, and never will, Mouthwash may be a "fairly easily done, pleasant way of helping" keep teeth clean.

Mouthwash is used for a number of reasons:

- To freshen breath, prevent bad breath
- To prevent or control tooth decay
- To reduce plaque formation on teeth and gums
- To prevent or reduce gingivitis
- To deliver a combination of these effects.

GoRinse delivers all that wherever you are:

In a perfect world, we can have our own toothbrush and mouthwash with us everywhere we go, so we can use it after breakfast, morning coffee, lunch or some snacks. Here is how you can help to your employees, yourself, your children and your organization: GoRinse, mouthwash to go.