



The mouth is the gateway to the body

Brushing habits can affect more than your smile. Studies show a **strong link between oral health and overall health**, including chronic conditions like diabetes and heart disease. Taking small steps to improve oral care can help build the foundation for a healthy lifestyle.

Diabetes

Scientists believe that germs from infected gums can leak into the bloodstream, potentially resulting in higher blood sugar levels and an increased risk of developing type 2 diabetes for those who have severe gum disease.¹

People who already have diabetes are also impacted. Studies show that diabetics are 2 to 3x more likely to develop gum disease than those without diabetes.²

The heart

People with gum disease and bleeding gums have 2 to 3x the risk of having a heart attack, stroke, or other serious cardiovascular event.³

While there are other risk factors involved, like smoking or an unhealthy diet, there's growing evidence that gum disease may be an independent risk factor for heart disease.⁴

Maternal health

"Pregnancy gingivitis," caused by hormonal changes associated with pregnancy, has been shown to affect 60–75% of pregnant women.⁵

In some cases, this condition can progress to periodontitis. Periodontitis increases the risk of adverse pregnancy outcomes including low birth weight, preterm delivery, and excessively high maternal blood pressure (preeclampsia).⁶

Gum disease

Gum disease is an infection of the tissues that hold your teeth in place. It is typically caused by chronic inflammation due to plaque build-up around and under the gum line. If left untreated, it could turn into periodontitis. Periodontitis affects the tissue and bone that support your teeth⁷ and has been associated with over 50 health conditions.⁶



Philips Sonicare can help improve your oral health

Build better brushing habits and get clinically proven results by working with a name you can trust! Philips Sonicare is the power toothbrush brand most recommended by dental professionals.

Your new Sonicare ExpertClean toothbrush offers:

<p>Up to 10x more plaque removal* than a manual toothbrush</p>	<p>Up to 7x healthier gums in just 2 weeks**</p>	<p>Up to 100% less gum inflammation in just 2 weeks**</p>
---	---	--

*Using a C3 brush head
**Using a G3 brush head in Gum Health Mode vs a manual toothbrush

Small steps lead to big benefits

An effective daily oral care routine can keep your mouth healthy and may help contribute to better overall health.

1. <https://pubmed.ncbi.nlm.nih.gov/23631572/>
 2. <https://pubmed.ncbi.nlm.nih.gov/31605062/#:~:text=Periodontitis%20and%20diabetes%20are%20complex%20chronic%20diseases%2C%20linked,of%20glycaemic%20control%20is%20key%20in%20determining%20risk.>
 3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3100856/#:~:text=Using%20data%20in,event.%5B24%5D>
 4. <https://www.health.harvard.edu/heart-health/gum-disease-and-heart-disease-the-common-thread>
 5. <https://www.cdc.gov/oralhealth/publications/features/pregnancy-and-oral-health.html>
 6. <https://pubmed.ncbi.nlm.nih.gov/31429666/>
 7. <https://www.cdc.gov/oralhealth/conditions/periodontal-disease.html>