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**GUM**

**Healthy Gums.  
Healthy Life.™**



### ***Did You Know?***

Periodontal diseases are among the most prevalent in the world with 70% of the world population thought to be affected by some form of the disease. In addition, up to 900 million people suffer from severe periodontal (gum) disease, which is considered a potential risk factor for several serious health conditions.<sup>1</sup>

**According to the World Health Organization (WHO), 10-15% of the world population or 600-900 million people are suffering from severe periodontal disease.<sup>1</sup>**

Yet, despite published studies in recent years pointing to a potential link between severe periodontal disease and serious health problems, these diseases and their impact on overall health and quality of life have been given little recognition by the media, national governments or health professionals.

1. World Health Organization Global Oral Health Data Bank. Geneva: WHO, 2002.

### ***What are Periodontal Diseases?***<sup>2</sup>

Periodontal diseases are chronic bacterial infections that affect the gums and bone supporting the teeth. They are caused mainly by the accumulation of bacterial biofilm (plaque) on all surfaces of teeth and result in inflammation within the supporting tissues of the teeth. If left untreated, it could lead to the deterioration of the supporting alveolar bone causing the loss of teeth.

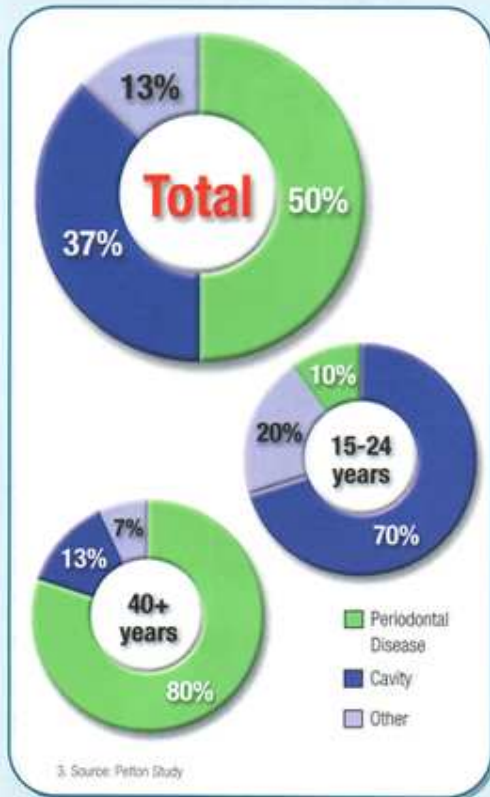
***Gingivitis*** is the mildest form of periodontal disease. It causes the gums to become red, swollen, and to bleed easily. There is usually little or no discomfort at this stage. Fortunately gingivitis is reversible with professional treatment and proper oral hygiene.

***Periodontitis*** is an advanced form of periodontal disease resulting in inflammation within the supporting tissues of the teeth, progressive attachment and bone loss and is characterized by pocket formation and/or recession of the gingiva.

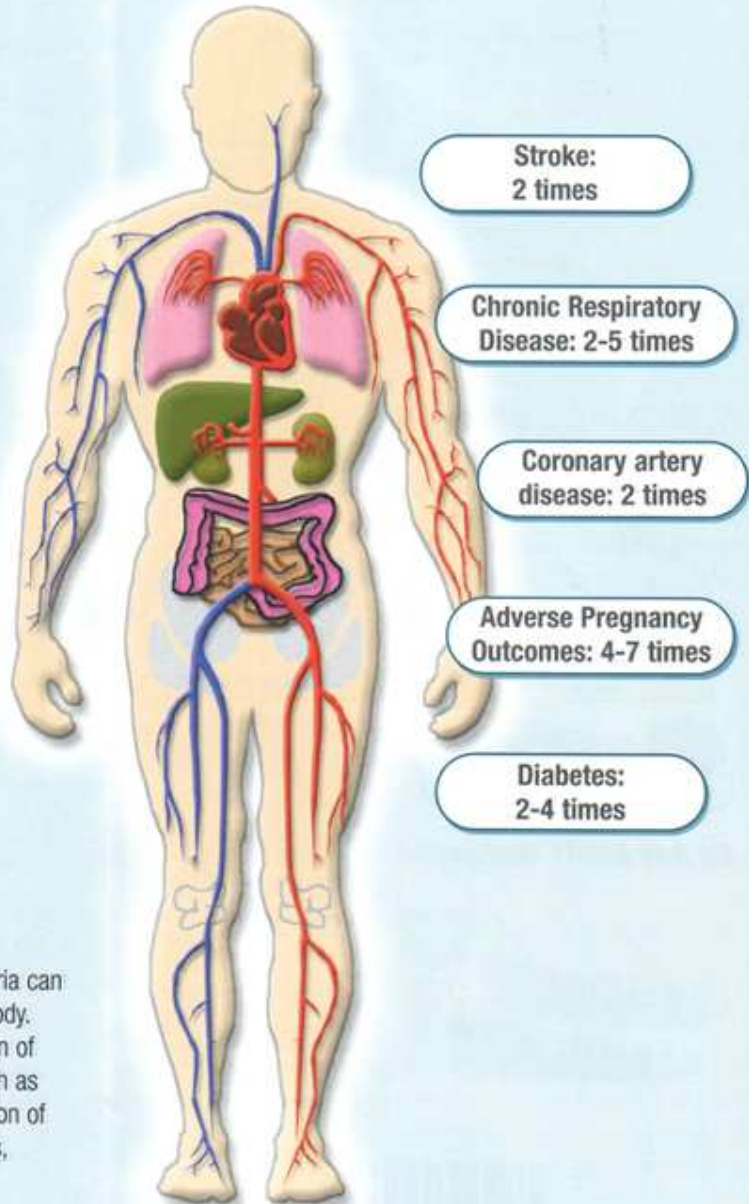
2. Courtesy: American Academy of Periodontology website, "what are periodontal (gum) diseases?"

### Tooth Loss Causes<sup>3</sup>

Even though cavities are the major cause of tooth loss amongst 15-24 year olds, periodontal disease is in fact the major cause of tooth loss.



### Potential Effects of Moderate to Severe Periodontitis on the Body<sup>4</sup>



### Periodontal Disease and serious medical conditions

In recent years, studies have shown that oral bacteria can enter the blood stream and travel throughout the body. Bodily response to the bacteria, including generation of cytokines, can lead to serious health problems, such as increased risk for cardiovascular disease, aggravation of diabetes, pneumonia and other respiratory diseases, stroke and even adverse pregnancy outcomes.

4. Odds ratio are from articles published in "Proceedings of The Periodontal-Systemic Connection: A State-of-the-Science Symposium," Avon, Paris 2001

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