



Success Principles by Modicare



***Personal Care Training***



**Beauty that smiles**

# COMMON TOOTH & GUM PROBLEMS

## **Cavities(Tooth Decay)**

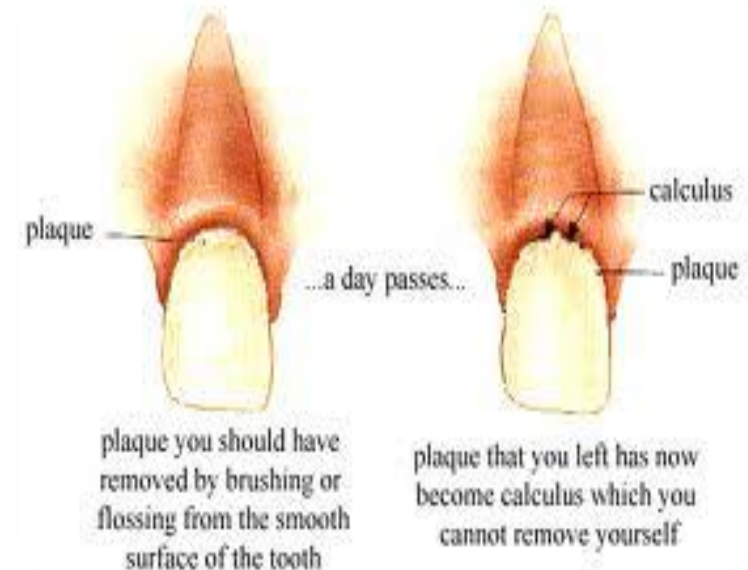
- Dental cavities are holes (or structural damage) in the teeth.
- Tooth decay occurs when plaque combines with the sugars and / or starches of the food we eat to produce acids.
- These acids attack tooth enamel leading to cavity.



# COMMON TOOTH & GUM PROBLEMS

## Plaque & Tartar

- Plaque is the sticky, colorless film of bacteria that forms on teeth.
- Plaque accumulates in hard to reach areas of the mouth.
- If it is not removed daily, it begins to harden into a calcified substance called calculus, also known as Tartar.



# COMMON TOOTH & GUM PROBLEMS

## **Bad Breath (Halitosis)**

Gum disease, cavities, dry mouth and bacteria on the tongue are some of the dental problems that can cause bad breath.



# COMMON TOOTH & GUM PROBLEMS

## **Discoloration**

- Foods/drinks : Coffee, tea, colas, wines, can stain your teeth.
- Tobacco use : Smoking or chewing tobacco can stain teeth.
- Poor dental hygiene: Inadequate brushing and flossing to remove plaque and stain-producing substances like coffee and tobacco can cause tooth discoloration.

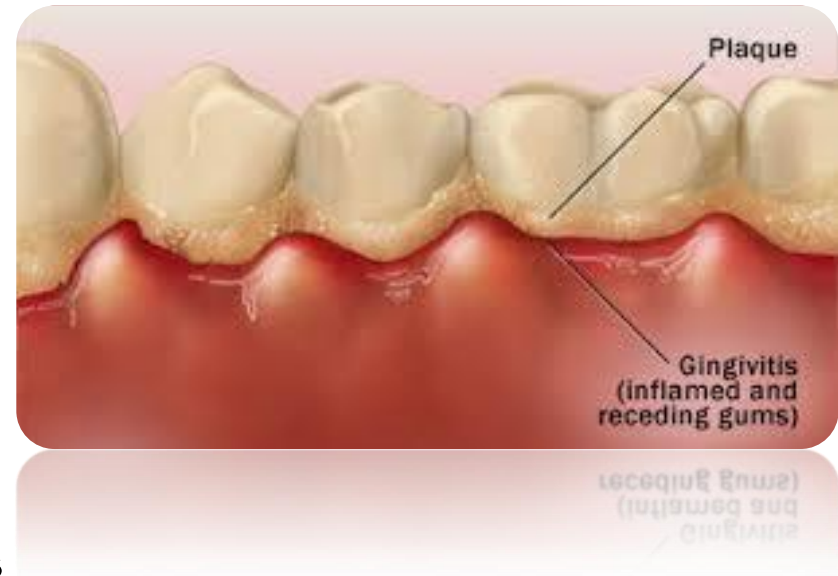




# COMMON TOOTH & GUM PROBLEMS

## Gum Disease

- Gingivitis is inflammation of the gums.
- Gingivitis is due to the long-term effects of plaque deposits on your teeth.
- Plaque and tartar irritate and inflame the gums. Bacteria and the toxins they produce cause the gums to become infected, swollen, and tender.



## DENTAL PROBLEMS – SOME FACTS

- 90 per cent people in India suffer from some dental problem.
- One in every three Indians suffer from gum problems.
- Seven out of 10 Indian kids suffer from gum disease.







CODE: PC2000

**Did you know:**

Often, diseases show  
their first warning signs  
in the form of oral problem



## WHY YOU SHOULD BE BRUSHING YOUR TEETH?

Brushing your teeth for 2– 3 minutes at least twice a day (especially first thing in the morning and before bedtime) should be an integral part of your day, just as its vital you eat. There are many reasons why it's important that you brush your teeth twice a day, some of the reasons are obvious whilst others are less commonly known. Here are the reasons why you should be brushing your teeth everyday:

### **Maintaining a fresh breath:**



### **Prevents gum disease:**





**Removes teeth stains**

**Reduces your chances of  
getting a heart attack or stroke**



**Saves you money**

**Have a healthy baby**



**Prevent Dementia**

**\*\*Dentists recommend replacing your toothbrush every 3 months for best results.**





**3in1**

- TOOTHBRUSH
- TONGUE CLEANER
- GUM MASSAGER

PC2001    pack of 3  
PC2002    pack of 4





## FRESH MOMENTS 3 in 1 TOOTHBRUSH

International Quality designed for protection of Teeth & Gums



### **Cross Angle Bristles**

Designed to reach difficult areas at the back & in between teeth and along the gum line, to remove plaque and residues.



### **Power Tip Bristles**

Assures effective cleaning between teeth.

## FRESH MOMENTS 3 in 1 TOOTHBRUSH



### **Tongue Cleaner**

Gently removes odour causing bacteria and freshens breath.



### **Gum Massager**

Soft massaging tips on both sides gently massage gums making them strong.

## FRESH MOMENTS 3 in 1 TOOTHBRUSH



### **Flexible Neck**

Absorbs excess brushing pressure



### **Cushioned Handle**

Soft rubber handle with cushion grip

- Contains 100% Dupont Tynex Bristles & Filaments
- Available as a pack of 3 brushes in a attractive blister Pack
- 100% Satisfaction Guarantee\*

## FRESH MOMENTS 3 in 1 TOOTHBRUSH

Product	Fresh Moments Tooth Brush
MRP	Rs 180/-
DP	Rs 140/-
BV	70
Product Code	PC 5240
Pack Size	3 Brushes

HAPPY SELLING !!

