

Beverly Hills Formula

Gum Health Expert

Facts: According to BBC research (BBC News Health) “40-50% of adults across the world suffer from gum disease”. The mouth is an active place, with millions of bacteria constantly on the move. While some bacteria are harmless, others attack the teeth and gums. Gum disease is the most common dental problem that will occur in over 50% of the adult population age 35+, with 9 out of 10 people developing gum disease at some point in their lives (3 out of every 4 adults over the age of 35 in the UK). “According to the U.S. Office of the Surgeon General, among adults aged 35 to 44, 48% have gingivitis and 22% have destructive gum disease” (source: U.S. Department of Health). Gum disease, not tooth decay, is the biggest cause of tooth loss and isn't just something that happens later in life, more than half of teenagers have some form of gum disease.

Gum Care Treatment:

In their bid to prevent gum disease, Beverly Hills Formula developed an advanced Gum

Strengthening toothpaste with vitamin E to invigorate and strengthen the gums (reducing and stopping bleeding gums by promoting healthy growth of the gum tissues) and fluoride to protect against the exposed root area. Using a unique combination of gum strengthening and anti-bacterial agents, regular brushing with this new innovative whitening toothpaste will help to nourish and strengthen the gums whilst fighting plaque and tartar build-up, remineralising and hardening the tooth enamel for cavity protection and leaving the breath smelling fresher.



Dr. Nigel Carter CEO of the British Dental Health Foundations supports Purity's healthy mouth - healthy body message with his statement “a good oral health routine keeps the mouth looking and feeling fresh, preventing gum disease and guarding against general health conditions like heart disease and strokes and can help with early detection of mouth cancer, which kills one person every five hours in the UK”. The message links and advocates the importance of a lifelong oral hygiene programme.



Main benefits of Beverly Hills Formula Gum Care/Strengthening products:

- For best results brush Beverly Hills Formula Gum Strengthening toothpaste on teeth and gums and leave for up to 30 seconds before rinsing away (minimise swallowing)
- Clinically proven to inhibit harmful micro organisms associated with gingivitis and oral irritations/ Freshens Breath to inhibit the cause and effects of odour causing bacteria
- Fights plaque a cause of tartar (remineralising/ hardening tooth enamel for cavity protection)
- Healthier Gums/Promotes Healing of bleeding gums and inflammations (nourishes and strengthens gums) to recreate the natural protection found in the mouth

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Prevention:

- Remove all the plaque from your teeth every day (done by brushing, mouth wash and flossing)
- Stop Smoking (as it can make gum disease worse)
- Regular check-ups by the dentist and hygienist/Dental teeth cleaning
- The periodontal diseases are never cured, but it can be controlled by keeping up a good oral care

Symptoms: There are two main forms of gum disease: gingivitis and periodontal disease. Gingivitis means inflammation of the gums. This is when the gums around the teeth become very red and swollen. Often the swollen gums bleed when they are brushed during cleaning. Long-standing gingivitis can turn into periodontal disease. There are a number of types of periodontal disease and they all affect the tissues supporting the teeth. As the disease gets worse the bone anchoring the teeth in the jaw is lost, making the teeth loose. If this is not treated, the teeth may eventually fall out. The main symptoms of Gum Disease are:

- Swelling, soreness or infection of the tissues supporting the teeth
- Gum inflammation/ Bleeding Gums (red swollen gums)
- Bad breath/ Bad taste in the mouth

Causes: All gum disease is caused by plaque. Plaque is a mixture of food, a film of bacteria and bacterial waste products which forms on the surface of the teeth and gums every day. Many of the bacteria in plaque are completely harmless, but there are some that have been shown to be the main cause of gum disease. People who smoke are more likely to produce bacterial plaque, which leads to gum disease. The gums are affected because smoking causes a lack of oxygen in the bloodstream, so the infected gums fail to heal.

- Plaque/Tartar build-up
- Harmful bacteria
- Smoking- reduces the blood flow to the gums, which slows healing (50% of all cases)
- Diabetes - this can also delay gum healing
- Hormonal changes, for example during pregnancy

Beverly Hills Formula Gum Health/ Gum Strengthening products:

- [Beverly Hills Formula Gum Strengthening Total Protection](#)
- [Beverly Hills Formula Gum Strengthening Sensitive](#)