

NEWS

OF HEALTH

Surgeon General Says America Should Boost Its Oral Health IQ Ⓣ

(NAPSA)—Americans need to brush up on oral health, according to a new survey. The Mentadent Smart Mouth survey found two out of three adults don't know or don't practice proper brushing techniques. Good brushing habits are not simply about preventing cavities, they are about preventing disease. According to the Surgeon General's Report on Oral Health, poor dental hygiene can lead to periodontal or gum disease, which some research suggests may increase the risk of heart disease, stroke, diabetes and respiratory ailments.

Currently, three out of four Americans have some form of gum disease, yet most don't even know it. The Surgeon General describes gum disease as a "silent epidemic" among certain segments of the population and calls for a national effort to improve oral health among all Americans.

"Many people do not understand the relationship of the mouth to the rest of the body. But your mouth is like a mirror—reflecting signs of general health

and well-being," says Jo Sparer, dental hygienist. "If you neglect your dental health you could negatively impact your overall health."

To help, Mentadent—the brand of toothpaste considered the most cherished by the orally obsessed—is launching a campaign to help educate Americans about the importance of oral health. The Great Minds Brush Alike tour—a mobile dental health education expo—will travel to communities throughout the country.

With its unique, easy-to-use pump, this innovative toothpaste contains fluoride, baking soda and hydrogen peroxide—the three ingredients dentists recommend most for the care of teeth and gums. This may make it easier for people to enhance their dental health. A new lineup of toothpastes to help take toothbrushing to a new level include Mentadent Advanced Whitening, Advanced Care and Advanced Cleaning.

To test your Oral Health IQ and learn more about proper brushing techniques, visit www.mentadent.com.