

BABY BASICS

Healthy Gums Can Mean Healthier Babies

(NAPSA)—Baby your teeth while you're pregnant and you may have a healthier baby.

Research shows that pregnant women with severe periodontitis, or gum disease may be seven times more likely to deliver a preterm, low birth weight baby.

According to the March of Dimes 1999 Research Annual Report, low birth weight infants have a higher incidence of suffering from lifelong medical complications such as respiratory problems, cerebral palsy, visual and hearing disabilities and mental retardation.

More research is needed to confirm how periodontal disease may affect pregnancy outcomes.

To educate women on the importance of good oral care and to help encourage expectant mothers to make dentists part of their prenatal team of doctors, the Butler GUM® brand of oral care products has partnered with the March of Dimes as an official sponsor of its annual WalkAmerica® event starting in 2001.

The company's goal is to reach the \$1 million sponsorship level. Funds raised will benefit the March of Dimes Birth Defects Foundation as part of the brand's effort to increase public awareness of preterm, low birth weight deliveries.

"Butler GUM® proudly supports the March of Dimes and its



Butler GUM® and the March of Dimes have partnered to help mothers-to-be "brush-up" on their oral care habits.

mission to invest in research and prevention initiatives to improve birth outcomes," said Charles Dushman, director of U.S. oral care marketing at the John O. Butler Company. "Our commitment to inform consumers about the importance of good oral hygiene now includes merging the dental community with March of Dimes programs to help save babies."

Butler GUM® will raise donations for research through a toothbrush fund-raising program and the sponsorship of a national T.A.G. (Teeth and Gums) Team of dental professionals for the WalkAmerica® event.

To find out how to register for WalkAmerica® in your community, visit www.modimes.org or call toll-free 1-888-MODIMES. For more information on the Butler GUM®/March of Dimes partnership, visit www.LivingYounger.com.