



## The Periogen® Company Dental Health Bulletin

### HIGH PREVALENCE OF PERIODONTAL DISEASE IN U.S.!

One out of every two American adults aged 30 and over has periodontal disease, according to recent findings from the Centers for Disease Control and Prevention (CDC). A study titled "Prevalence of Periodontitis in Adults in the United States: 2009 and 2010" estimates that 47.2 percent, or 64.7 million American adults, have mild, moderate or severe periodontitis, the more advanced form of periodontal disease. In adults 65 and older, the percentage increases to 70.1 percent. Gingivitis, or inflammation of the gums, occurs in response to the bacteria in plaque that accumulates near the gum line. It is characterized by redness, swelling or bleeding of the gums. Periodontitis is inflammation of the tissues surrounding the tooth affecting the gingiva, periodontal ligaments and the bone and in its severe forms there can be loss of bone that supports the tooth, resulting in the tooth becoming loose and even causing tooth loss. The loss of supporting structures can result in the formation of 'pockets' between the gum and the tooth. Gingivitis is the initial stage of disease progression and can further extend to periodontitis if the bacterial bio burden is not eradicated by the optimal means.



**Periogen**  
Fights Periodontal Disease

Dentists typically combat periodontitis through bi-annual teeth scaling and using metal scrapers/ultrasonic tips to reach the roots, remove sticky yellow tartar (mineralized dental plaque) that has hardened on the teeth, boosting bacterial evolution. However, in between professional cleanings, it is often difficult to lower the bacterial load in the mouth because of inadequate or improper brushing techniques and other factors. Also, the commonly available alcohol-based mouthrinses exacerbate negative bad effects if they are used regularly. In this gridlock situation, Periogen® plays a positive role. The clinical study titled "A prospective experimental comparative study on the clinical effects of calculus dissolution based oral rinse in gingivitis patients" scientifically confirmed the effectiveness of Periogen® rinse in preventing tartar/calculus build up 45% more effectively than toothbrushing alone. This study also demonstrated that Periogen® is safe for long term usage. Periogen® is proven to be an effective tool to fight gum disease!

### "5 Amazing Dental Facts"

- ✪ Your smile is the most important physical feature when it comes to attraction between men and women. A smile was rated highly by 56% followed by faces (53%) and eyes (51%) beating dress sense, body shape, height, and hair.
- ✪ Unlike bones or other parts of the body, teeth are incapable of self-repair.
- ✪ A drop of saliva has over 100 million bacteria.
- ✪ Just like finger prints, tooth prints are unique to each individual.
- ✪ The enamel on the top surface of your tooth is the hardest part of your entire body.

PERIOGEN® RESEARCH



American Association  
for Dental Research

High impact clinical results of Periogen® research were presented in Los Angeles at the 45<sup>th</sup> Annual Meeting & Exhibition of the American Association for Dental Research (AADR) & Canadian Dental Association Research on March 16-19, 2016. Our clinical research titled "Experiment study to evaluate the efficacy of calculus dissolution based mouth rinse" was presented. Our scientific results indicate that Periogen® patented technology is an important addition to the improvement of oral care through effective eradication of dental calculus/tartar.

## CONGRATS WINNERS!

In our last issue, we asked our valued customers to give us feedback on Periogen's® role in their oral health. Thanks for your responses! Congratulations to the winners, who received a free bottle of Periogen®.



**Peter (California):** "I had gone from periodontal disease to a clean bill of dental health within a matter of months. This was all thanks to Periogen. I still use it to this day, and I don't foresee a time when I will stop."

**Max (Washington):** "I have tartar build-up on the back of my teeth. I have found that periogen really works to keep it to a minimum!!! A great recommendation from my new dentist."

**Randy (Oregon):** "I have been able to arrest my periodontal disease and avoid surgery, I am 71 years old."

**Cheryl (Florida):** "Periogen has been the best product I have found for complete calculus (tartar) control. I am a 67 year old lady with no fillings or cavities. I use Periogen twice daily & will continue the rest of my life."

**Have feedback you'd like to share?**

Email: [contact@periogen.com](mailto:contact@periogen.com) or post to [facebook.com/periogen](https://www.facebook.com/periogen) and share your experience with Periogen. The more we know about the creative ways our product helped you in maintaining optimal oral health, the better we can improve them.