

## Liverpool's Most Common Disease



“ Have you got Liverpool's Most Common Disease? ”

We must warn you, before you read on that there's a very high chance that you have.

This is because a staggering nine out of ten people here in Liverpool have this disease which is linked to cancer, diabetes, obesity, heart disease and depression. It's a disease that:

- Makes you smell bad
- Causes your mouth to bleed
- Makes your teeth fall out
- Ruins your looks (even if you are fit and healthy)
- Is linked to chronic illnesses including heart disease and depression

Even if you go to the gym, lead a healthy lifestyle, eat the right things and look after yourself this disease can affect you. It seems that despite all the modern medicines at our disposal, this disease is still completely out of control. So what is it the most common disease in Liverpool in 2015?

**GUM DISEASE**

**“Gum disease affects almost everyone. If treated properly most Gum Disease can be prevented. But ignore it and you will lose your teeth. And that’s Forever...”**



Yep, gum disease, it’s also called ‘gingivitis’ or ‘periodontal disease’ to us geeks or just ‘perio’ to dentists. Nine out of ten people here in Liverpool will have gum disease at some point in their lives and it can be seriously bad news for you and your health. Gum disease affects almost everyone. If treated properly most gum disease can be reversed. But ignore it and you will lose your teeth. And that’s forever.

### **What is Gum Disease?**

There are two types of gum disease, gingivitis and periodontitis. Gingivitis is inflammation of the gums caused by bacteria in your mouth. If you don’t brush your teeth enough, a film of bacteria will build up and start attacking your gums causing them to become red and inflamed. They will also bleed and can sometimes be painful and sensitive. As the bacteria starts to multiply below the gum-line then you have real trouble and you are heading for the more severe type of gum disease.

If gingivitis is left untreated it can turn into periodontitis or ‘perio’ - where the toxins produced by the bacteria can actually eat through the ligaments and bone around your teeth and make them loose or even fall out. Not only that, this is a serious inflammatory disease and can affect your whole body in nasty ways that you could really do without.

**CALL THE PROFESSIONALS**  
**0151 236 5166**

*“and Bambi, our beautiful and talented Dental Therapist will be able to put your gum health back on track.”*

## How do I know I've got it?

You will know you have gum disease because you will have noticed bad breath (or more likely your friends will) and you will see blood in your spit and on your toothbrush when brushing. Some people think blood in your spit when brushing is normal but it's definitely not - it's a sign you have gum disease.

Also a bad taste in your mouth is a sign that you have gum disease. This is from the bacteria and toxins that are multiplying in your mouth. The bad breath is literally from rotting flesh inside your mouth. Not very nice, I think you'll agree. But what shocks me is that 90% of this disease can be prevented. Not in hospital or even at the dentist but in the bathroom with a toothbrush and some toothpaste!



Read on for our ultimate gum-health checklist of inexpensive and easy-to-use tools that you can use to combat this disease and be that one person in ten with a healthy smile.

So why has it got so bad in Liverpool? Why us and not other towns? Smoking is one of the reasons. More people smoke

here than other cities and smoking makes you *much* more likely to get perio and makes it less easy to spot once you have it. Drinking too much alcohol can also lead to perio and there are links with stressful lifestyles and obesity. Diet, lifestyle and of course how much you brush, can affect things and we are often shocked to see people who are serious enough about their smile to get whitening but not serious enough about their smile to brush their teeth properly and keep the bacteria at bay.

## Links to other illnesses?

It's now established that gum disease can cause you to become generally ill. But it's not something you pick up, it's caused by a general neglect of your oral hygiene. Once these bacteria start getting out of control in your mouth, they start causing other problems. The chronic infection, bacteria and toxins caused by gum disease enter your body (by you swallowing them) and slowly poison you. Gum disease has been linked to heart disease, strokes, pneumonia, ulcers, premature birth, depression and a whole host of other

illnesses. But more than this it's just gross, and if you want to look and smell nice then it is imperative that you learn how to look after your teeth and gums.

## **So what can I do about it?**

It's simple, read our step-by-step guide to oral hygiene and you should be able to keep gum disease at bay. However, if you think you might already have it, come for a hygiene appointment at Smileworks and you can take advantage of state of the art treatment for all stages of gum disease.



If you just have gingivitis, which is the red and inflamed gums, we can treat this and stop the problem getting any worse. We use an instrument called a 'scaler' that blasts out all the bacteria and toxins from in-between your gums and below the gum-line. This stops the bad breath and will stop any more damage occurring. Our beautiful, talented and fully trained team can talk you through exactly what you need to do in future to keep your gums healthy.

All you need to do is come along for a scale and polish with our Therapist, Bambi, and she will clean away all the grime around your gums and make your teeth nice and shiny. On top of this, a bit of Flouride and a chat to the dental nurse about some awesome oral hygiene hacks available and you're good to go for six months.

The treatment costs about a pound a minute and we think that preventing your mouth going mouldy is a pretty good way to spend thirty five quid.

If you have periodontitis then you will need a bit more than just a pep-talk and some cool oral hygiene gadgets. We will need to put you on a sustained course of oral hygiene and possibly treat you in other ways such as with antibiotics. Your problems can be vastly improved and we can drastically reduce your risk of losing teeth due to perio.

## **I think I have Gum Disease**

This is a good start, because let's face it, most people in Liverpool do. It's not your fault and it is easy to treat so fear not, sessions with our extremely talented therapist, Paula (or Bambi to her friends), cost as little as £35 and you can pick up a Smileworks Hygiene

Swag-Bag for about the same as a round of drinks in the pub. Our Hygiene Swag-Bags contain everything you need to keep your smile healthy now and in the future.

What's more, once you have a professional cast her eye over the situation, we can answer questions like, are you brushing properly, for long enough and frequently enough? What are the best tools that you could use to hack your Oral hygiene routine each morning and evening?

Should you be looking at other lifestyle changes that will improve your oral health? We know what we are doing here at Smileworks and you are in extremely safe hands with our team who love nothing more than chatting away to patients about how to keep their smiles healthy.



We absolutely love Hygiene here at Smileworks and Bambi lives and breathes gum-health. With us you can guarantee that if there is a problem, we can spot it and take care of it.

So I go to the NHS hygienist every six months and they say everything is fine? So why should I be coming to Smileworks? OK, I'm not going to sugar coat this but NHS dentists, even private dentists, are leaving Periodontal disease untreated every single minute of every single day here in Liverpool. It's time someone did something about it - so here we are. Take a look below at our guide to the various tooth and gum cleaning gadgets that we think are either awesome (or rubbish) before going and waxing a million points on your advantage card or spending in triple digits on some newfangled gadget.



Smileworks are a new and extremely talented group of cosmetic Dentists and Therapists working right bang in the middle of Liverpool ONE helping people just like you maintain a beautiful and healthy smile.

If you think you have gum disease then make an appointment with Bambi, our super-talented Therapist and she will be able to help get your gum health back on track. Call us on 0151 236 5166 before it's too late...