



Pediatric dental disease
The #1 chronic childhood illness in America

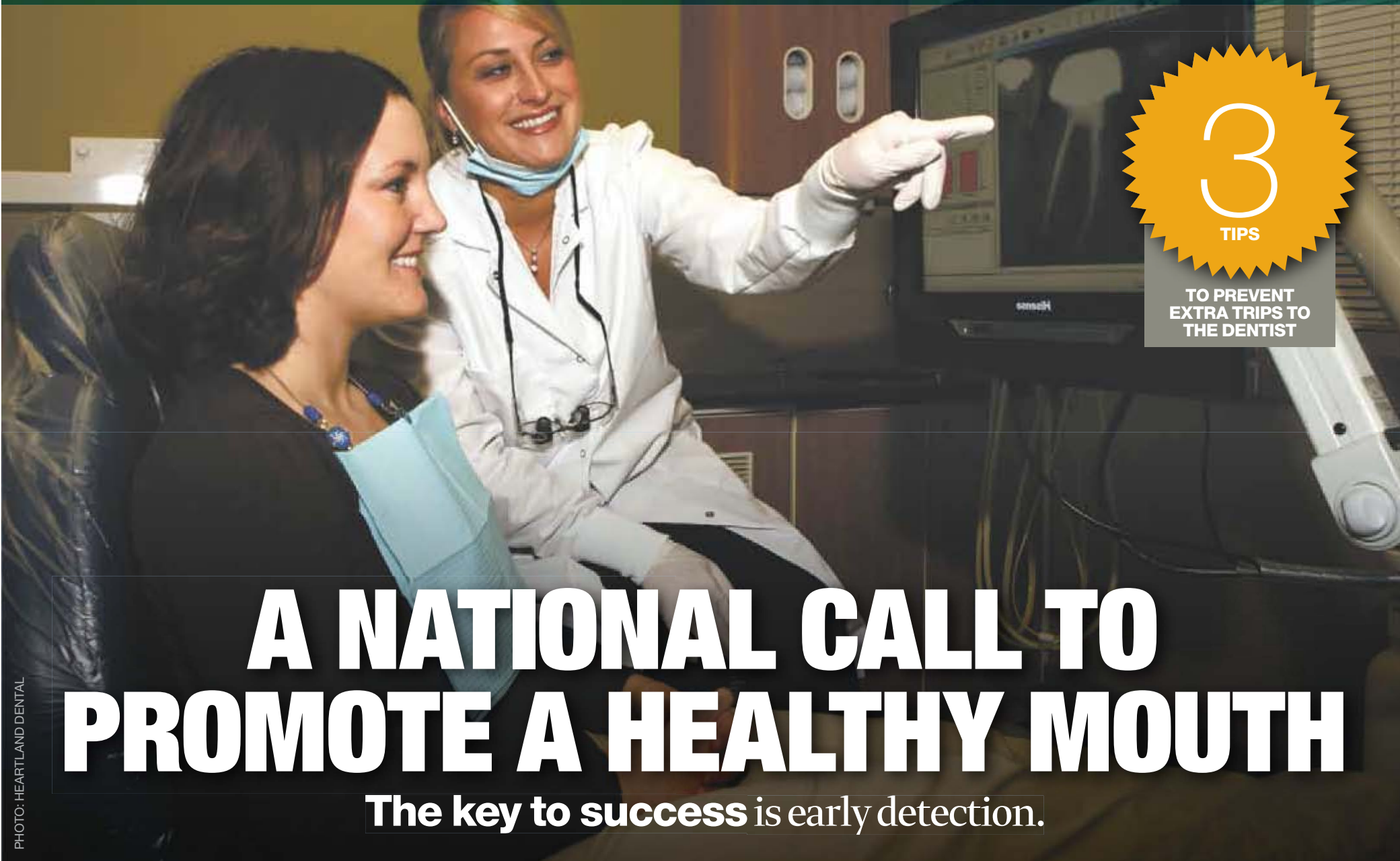


Sugar-free gum
Chew your way to healthy teeth

**MEDIA
PLANET**

June 2010

ORAL HEALTH



3
TIPS

TO PREVENT
EXTRA TRIPS TO
THE DENTIST

A NATIONAL CALL TO PROMOTE A HEALTHY MOUTH

The key to success is early detection.

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CHALLENGES

Many of us, including those we know and love, suffer from undiagnosed health issues. But what we now know is that a **simple dental visit** could be the key to actually healing our body.

Early detection is key to success

While our society often pushes better nutrition and fitness to improve overall health, it's ironic that the medical professional that can best help many of us is our dentist. Let's face it, while diets and exercise are important, an oral exam gives your dentist a bird's eye view into what's really happening in the rest of your body.

Detecting risk factors

For example, periodontal infection occurring below our gum line often shows few outward symptoms, but recent studies published by the American Academy of Periodontology show that this infection dramatically increases our risk to heart and respiratory diseases, low birth-weight babies, stroke, osteoporosis

and diabetes. All of these are serious health concerns that touch the vast majority of our society. As well, in just one visit your dentist can detect signs of oral cancer. The Oral Cancer Foundation estimates that this cancer affects 36,000 Americans a year with almost half dying in the next five years. And while it's usually invisible to the naked eye, dentists now use non-invasive ways to identify oral cancer in its earliest stages with a painless procedure that takes only a few minutes. The key to success, as with any medical illness, is early detection. The general public doesn't hesitate when it comes to an annual physical or visit to their physician but for dentistry the mindset is different. Fear and a lack of urgency are commonplace. The American Association of Endodontists reveals 80 percent of American adults fear the dentist; half won't schedule a visit because



Rick Workman
Founder & CEO

TIPS

- 1 You never outgrow the need for fluoride. Cavities occur at any age. Many people consume bottled water, fruit drinks, or sports drinks which may not contain fluoride. The application of professional fluoride will strengthen your teeth to remineralize the tooth structure.
- 2 Stress can become evident in your mouth as well. Bleeding gums, clenching/grinding your teeth or decreased saliva flow are all symptoms. See your dentist today.

of it. Great strides in patient comfort have been made in recent years. Procedures are more comfortable with attention paid to patient sensitivity. Advancements in digital technology aid dentists in diagnosing problems much sooner and dental professionals are turning an ear to patient fears. With advances in the dental field the procedures utilized to diagnosis these conditions are virtually pain-free.

Improving overall health through oral health

The days of self diagnosis or taking a "wait and see" approach to dental care can only delay the treatment so many individuals need. This needs to be a way of the past! In short, our mouth is a great place to start to improve our overall health. It's not always what we can see that causes the greatest effect. Sometimes it's what we can't. When's the last time you, or any dentist, looked?

WE RECOMMEND

Canker sores
We all have had them, but what are they?

PAGE 6

"... the best defense is controlling the stress in your life, and balancing diet, rest, and exercise."

Check out these tips on achieving a healthier smile:

Avoid sticky situations
➔ Without proper oral hygiene, you can develop gingivitis in 7 days.

The world isn't flat and neither is your mouth
➔ Brushing and flossing disrupt plaque on teeth and gums, but

teeth make up less than half of your mouth. Use LISTERINE® Antiseptic to achieve the deepest clean. In fact, no other OTC mouthrinse cleans deeper.

Don't skip preventive dentist visits
➔ Be sure to visit your dentist twice a year, every year.

There's more to your morning breath
➔ When bacteria has multiplied and produced a slimy matrix it forms a plaque biofilm, which can have a greater impact on your oral health than free floating bacteria. Using LISTERINE®

Antiseptic twice daily will penetrate this biofilm.

Your mouth may be the gateway to the rest of your body
➔ For people with severe gum disease, new science suggests that these bacteria may be associated with other health problems such as diabetes. However, more research is needed as a cause and effect relationship has not been established.
To learn more about the health of your mouth visit www.listerine.com.

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NEWS



QUESTIONNAIRE

1. What are the best questions I can ask my dentist about oral cancer?
2. What can I do in my daily routine to help prevent oral cancer?



Jonathan A. Bregman, DDS, FAGD

1. What should I be looking for in my own mouth that might be a clue that I have an abnormality that might be an early form of cancer or at the beginning stages of cellular changes that could lead to cancer?
What are you doing in your office to enhance early detection of oral cancer and, therefore, save lives?

2. Two of the most commonly known risk factors for oral cancer are tobacco use and excess alcohol consumption. The third and less commonly known about risk factor is HPV(Human Papilloma Virus), an orally sexually transmitted disease. Reducing/eliminating tobacco use, reduction of alcohol consumption, and safe sex practices can greatly reduce an individual's risk dramatically and, therefore, help prevent oral cancer.

Every day in the U.S. approximately 100 people will be newly diagnosed with oral cancer. **Every hour of every day,** a person will die from it.

TIP

1

KNOW YOUR
RISK FACTORS

Is a killer hiding under your nose?

Every day in the U.S. approximately 100 people will be newly diagnosed with oral cancer. Every hour of every day, a person will die from it.

With these alarming statistics you would think that this is a disease that Americans are both aware of and are routinely being screened for, but that could not be farther from reality. It remains a killer that will take the lives of about 45 percent of those that receive their diagnosis within five years. In spite of these sobering numbers, there is much you can do to ensure that the words oral cancer and your name are never used in the same sentence.

Risk factors

For decades this disease was the end result of decades of involvement

in two risk factors, heavy tobacco and alcohol use. Avoidance of those risk factors significantly reduces your chances of becoming a statistic. Recently a new, independent cause for the disease has been identified which has surprised many. The same virus that is responsible for cervical cancers in women, HPV#16, a human papilloma virus, now is the fastest growing cause of oral cancer. This revelation has changed the paradigm in many ways. HPV's are ubiquitous in our society, and completely avoiding them is not in your control.

Luckily, most of the 130 varieties are not cancer causing. For the majority of the population, your immune system defends you against them in a robust manner. But for a few, that does not take place. I am one of those individuals, and it almost took my life. As a never smoker, oral cancer was not even on my radar. But I want it to be on yours.

What do you have control over?

What proactive opportunities exist for you? Remaining clear of the

lifestyle choices that are known risk factors, such as tobacco and heavy alcohol use top the list. Remember that this disease is insidious; in its early stages it does not always produce symptoms that you may notice. Because of this, be sure to have a painless, quick, and inexpensive screening at your dentist's office each year. Early detection does save lives.



BRIAN HILL
Stage 4 oral cancer survivor,
for the Oral Cancer Foundation
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FACTS

Oral cancer

■ **Close to 36,000 Americans** will be diagnosed with oral or pharyngeal cancer this year. It will cause over 8,000 deaths, killing roughly 1 person per hour, 24 hours per day.

Of those 36,000 newly diagnosed individuals, only slightly more than half will be alive in 5 years.

■ **Worldwide** the problem is much greater, with over 640,000 new cases being found each year.

Special Thanks



The Wm. Wrigley Jr. Company is a recognized leader in confections, distributing its world-famous brands in more than 180 countries. For more than 25 years it has supported independent, clinical research into the oral care benefits of chewing gum.

Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc. is a leader in the consumer oral health and whitening market with LISTERINE® Adult, LISTERINE® WHITENING®, LISTERINE® KIDS, REACH® and REMBRANDT® oral care products.

NCOHF is dedicated to eliminating America's #1 chronic childhood illness: pediatric dental disease. Generous corporate underwriters ensure that 100 percent of every additional dollar donated to NCOHF goes directly to life-changing pediatric oral health programs.



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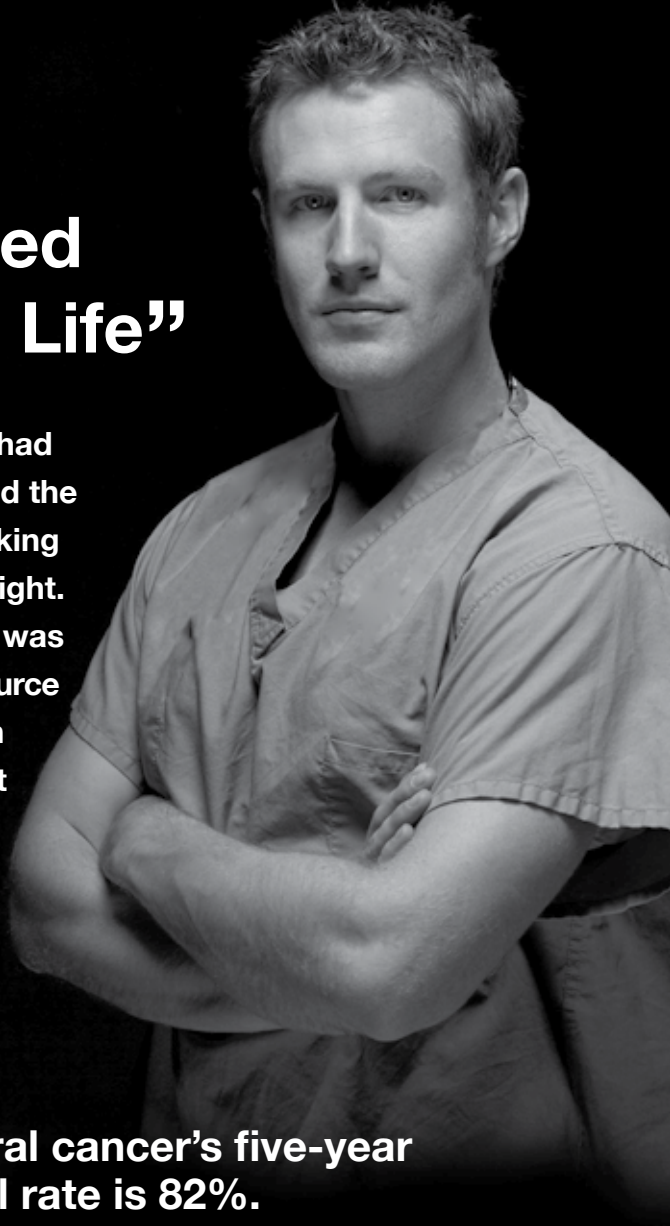
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— Anthony Palombaro, DDS
Binghamton, N.Y.




Found early, oral cancer's five-year survival rate is 82%.


Found late, it's a different story:

- In 2010, some 36,000 Americans will be diagnosed with oral cancer
- In five years approximately half of them will be dead
- Many who survive will be permanently disfigured

Used in addition to tactile and visual examination, VELscope offers new hope for the discovery of oral disease, including oral cancer.

Ask your dentist for a painless, 2-minute VELscope exam, or visit VELscope.com to find a VELscope practice near you.





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Millions of children go
to bed in pain every night

YORK, PENNSYLVANIA

Antron's single mother, Kate, has a job and widely accepted health and dental insurance. Her children, however, only qualified for a Medicaid program. She'd noticed that Antron was chewing on just one side of his mouth, but figured he had a loose tooth or a new one coming in. After Antron's screening, Kate immediately called all 20 local Medicaid dental offices. Every one of them said they'd seen their quota of medical assistance patients. She didn't know where to turn.

Family First Health Dental Center receives federal funds and offers reduced-fee and even free dental care. However, funding falls short of the overwhelming needs of at-risk children. That's when National Children's Oral Health Foundation, with its generous corporate part-

Kate, Antron's mother

millions of American children like Antron are at risk for lifelong health problems and even death from a 100 percent preventable disease. Consider this: pediatric dental disease increases insurance and medical costs for everyone; decreases work productivity; and causes millions of missed school hours every year. Untreated, it results in malnourishment in children; who cannot eat properly, causes parents to overmedicate their children for pain, and sends them too frequently to hospitals and ERs, where they are not always adequately treated. "These children are America's future," said Fern Ingber, President and CEO of National Children's Oral Health Foundation. "People don't realize that the potential economic and social consequences of ignoring this silent epidemic

How wonderful for Antron that he found his Toothfairy. Too many of America's children are waiting for theirs.

ALLISON W. WALKER
torial@mediaplanet.com

TIPS

1 Beginning at birth, cleaning gums with a damp cloth or soft toothbrush and warm water after each feeding and check your child's gums / teeth daily.

2 All children should visit the dentist before age one, and children with special needs may require earlier and more frequent appointments.

3 Limit drinks with sugar to meal times only. Put water in the bottle or cup at all other times.

4 Avoid spreading harmful bacteria to babies by washing pacifiers in warm soapy water; never “clean” a pacifier or bottle nipple by placing it in your own mouth.

5 Be a good role model. Brush and floss your teeth twice a day. Let your child see you take good care of your teeth. Visit your dentist once or twice a year.

6 Children should wear protective face gear when participating in physical activities. Ask your dentist about additional protection that may be required for children who wear braces or other fixed dental appliances on their lower jaw.



NEWS



TIP

3

CHEW GUM IMMEDIATELY AFTER MEALS

An aerobic workout for the mouth

■ **Question:** Can that tasty and refreshing indulgence known as chewing gum offer any benefit to the teeth?

■ **Answer:** Yes, it's been scientifically shown to reduce the risk of tooth decay.

Renowned as a breath freshener and instant soother of jagged nerves, chewing gum has been around in one form or another (typically resin or tree sap) since ancient times—filling an evident human need for something to chomp on. Yet only in recent years have chewing gum's health benefits been recognized by dental professionals.

Specifically, sugar-free gum helps fight tooth decay—a condition that affects 92 percent of the adult population. Technically known as caries, tooth decay is caused by a particularly sticky strain of bacteria that is the main component of dental plaque. In the presence of sugars and starches, these bacteria produce an acid which “dissolves the calcium in the teeth, thus initiating the decay process,”

says Peter Jacobsen, PhD, DDS, professor of pathology and medicine at the Arthur A. Dugoni School of Dentistry in San Francisco.

The mechanics of chewing

The act of chewing benefits the teeth in several ways. “It stimulates the production of saliva to help wash away debris and help neutralize plaque acid in the mouth,” according to Rob Peterson, senior vice president and chief innovation officer at the William Wrigley Jr. Company, the global chewing gum manufacturer. In addition, sugar-free gum “produces a remineralizing effect in previously demineralized enamel.” In other words, it assists in reversing the enamel-weakening process that causes caries.

Gum-chewing also mechanically dislodges plaque—just as tooth-brushing and flossing do, but over a more sustained period of time. “This physical cleansing action helps prevent discoloration,” says Dr. Jacobsen.

Which gum to chew ?

Make sure it's sugar-free and has the

American Dental Academy's Seal of Acceptance, indicating that the formulation has been clinically proven to help prevent cavities, reduce plaque, and strengthen the teeth. Contemporary chewing gum comes in a wide variety of flavors, which assist in stimulating saliva flow. It is also available with added whitening ingredients, as well as with xylitol and baking soda (both proven to assist as decay-fighters).

The optimal dosage

The ADA recommends 20 minutes of chewing time after meals. The idea, says Peterson, is to chew that gum immediately after meals, “to prevent the acid production that occurs directly after eating and drinking.” Doing so, he says, has been shown “to help reduce the risk of tooth decay by nearly forty percent.” Think of it as an aerobic workout for the mouth; the more often it's performed, the longer-term its benefits.

LINDA DYETT
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DON'T MISS

The cranky canker sore

Cankers sores—almost everyone gets them and nobody's happy until they're gone. But what, besides annoying and painful, are they? In medical terminology, they are recurrent aphthous stomatitis. That sounds worse than it is, unless you are one of the 10 to 25 percent of people who get them often.

What is a canker sore?

■ While their definitive cause is unknown, common triggers include fatigue, a compromised immune system, nutritional/vitamin deficiencies and gastrointestinal disorders, particularly Crohn's or celiac disease. They can occur at any age; children as young as two may suffer from these cranky little craters. Many people experience them during times of stress. “I used to get them during exam periods in college” says Dr. John T. Grbic, director of oral biology and clinical research in dentistry at Columbia University College of Dental Medicine.

The advent of a canker sore is marked by a tingling, burning sensation. They manifest as small, shallow ulcers on the inside of cheeks or lips, under the tongue or the soft palate. They usually have a deep red border and a white, grey, or yellowish coating.

A canker sore may make it hard to

eat or talk, and because surrounding tissues swell, it is easy to accidentally bite them. Some patients even experience swollen lymph nodes and fever.

How are they treated?

■ Unfortunately, there really isn't a cure. “Once it develops, it typically lasts about 10 days,” says Dr. Grbic. However, it may resolve faster if treated at the first sign with a prescription corticosteroid ointment or a tetracycline rinse.

Regular use of L-lysine and antimicrobial mouthwashes has helped reduce recurrence. Some studies have linked sodium lauryl sulfate (a foaming agent) to canker sores, although other studies have not.

Once erupted, rinsing with Benadryl liquid, warm salt water, aloe juice, or diluted hydrogen peroxide may be soothing. Pain relievers, numbing agents, and oral bandages can alleviate discomfort. Swabbing with Kaopectate or milk of magnesia may have some effect. Good oral hygiene and avoiding spicy foods and alcohol during an episode helps. “Basically, you live with it,” Dr. Grbic concedes. “Perhaps the best defense is controlling the stress in your life, and balancing diet, rest, and exercise.” If nothing seems to work, see your dentist or doctor.

How can I prevent canker sores from occurring?

■ In addition to maintaining a healthy diet with a focus on folate and Vitamin B-12, I would avoid mouth rinses that tend to be very drying (astringent). It has also been suggested that avoiding toothpastes containing sodium lauryl sulfate may decrease the number of occurrences of aphthous ulcers in patients with a history of them. There are several toothpastes on the market which do not contain sodium lauryl sulfate and these are typically marketed as toothpastes for patients with “dry” mouths.

DR. JOHN T. GRBIC, DIRECTOR OF ORAL BIOLOGY AND CLINICAL RESEARCH IN DENTISTRY AT COLUMBIA UNIVERSITY COLLEGE OF DENTAL MEDICINE



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*When you chew Orbit sugarfree gum for 20 minutes after eating.
Reference: 1. Szöke J, Bánóczy J, Proskin HM. Effect of after-meal sucrose-free gum-chewing on clinical caries. *J Dent Res*. 2001;80:1725-1729.
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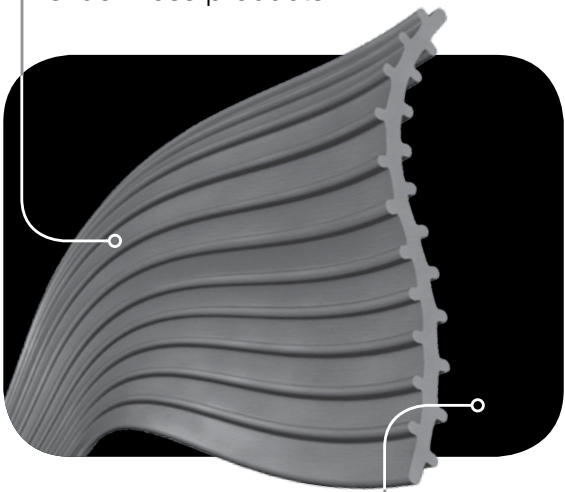
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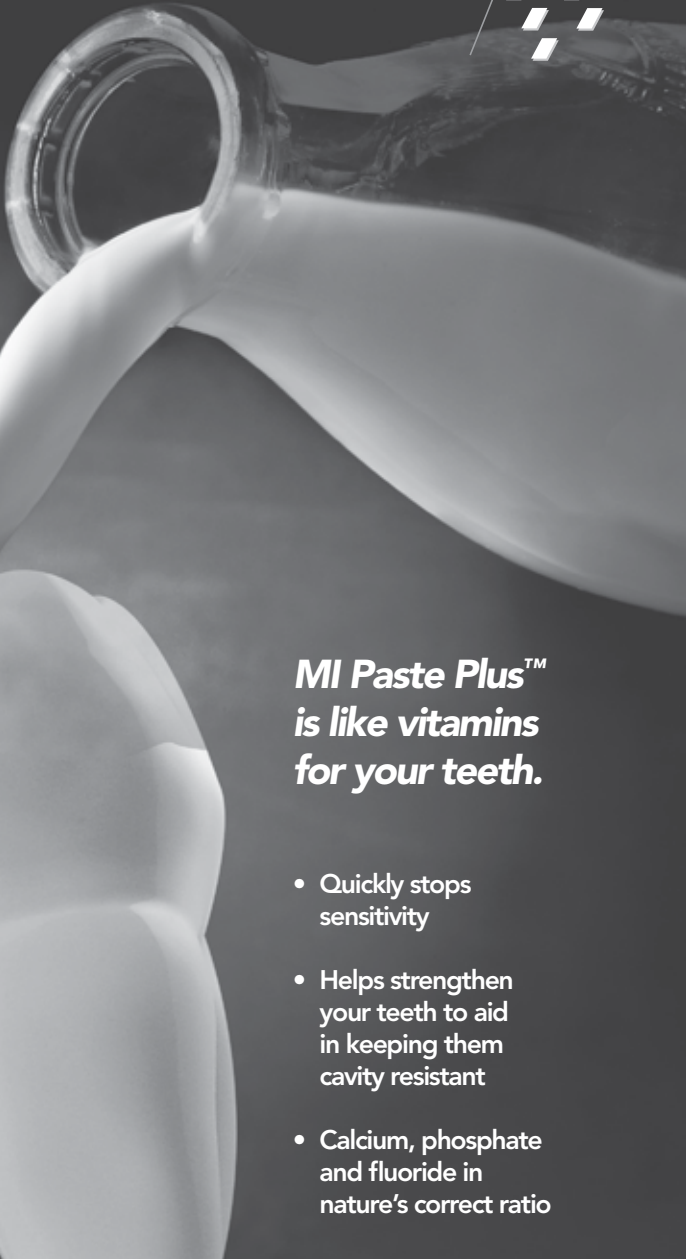
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PANEL OF EXPERTS				
	 <p>Joseph L. Konzelman Jr. DDS Professor Emeritus, Oral Medicine Medical College of Georgia</p>	 <p>Michael Dodds, BDS, PhD Senior Principal Technology Scientist, Scientific Discovery, Wm. Wrigley Jr. Company</p>	 <p>Robert Lee DDS, MBA Director of Marketing, GC America</p>	 <p>Marcelo Araujo, DDS, MS, PhD Associate Director, Scientific and Professional Affairs for the makers of LISTERINE® and REACH® products.</p>
Question 1: What are some tips for better oral health?	Daily brushing and flossing along with regular dental visits are imperative to a healthy lifestyle. Dental visits are based on factors such as an individual's accumulation of plaque and tartar or inflammation of the gums. Dental plaque is a bio-film composed of multiple micro-organisms enmeshed in polymers. Plaque build-up can lead to dental carries and periodontal disease which in turn can contribute to systemic ill health. Removing plaque is limited to methods such as regular tooth-brushing, flossing and dental hygiene procedures.	Brush your teeth twice daily with fluoride toothpaste, floss, and see your dentist regularly. Avoid between-meal sugared snacks and beverages, but if you do snack, chew sugarfree gum for 20 minutes immediately afterwards. Chewing sugarfree gum stimulates the production of saliva, which helps wash away sugars from the mouth and minimizes the dangerous fall in plaque pH seen after eating and drinking. It can also further help remineralize (repair) previously demineralized enamel. Research has shown that chewing sugarfree gum after meals can reduce decay rates by nearly 40 percent.	Saliva is nature's best defense against dental cavities and other problems like dry mouth and white spots on enamel. We now have the knowledge and technology to increase the quantity and quality of saliva. Chewing sugar-free gums increase the quantity of saliva, and the quality of saliva can now be improved with supplements of calcium, phosphate and fluoride (the building blocks of healthy enamel). So for better oral health, include topical supplements of calcium and phosphate in your daily regimen.	Brushing and flossing disrupt plaque on teeth and gums, but teeth make up less than half of your mouth. To achieve a cleaner and healthier mouth, use an ADA-accepted antimicrobial mouthrinse twice daily. Also, visit your dentist twice a year to maintain good oral health and treat problems early that may be both costly and painful down the road.
Question 2: I know a dentist visit is long overdue, so what can I do to feel good about picking up the phone before scheduling an appointment?	How do you feel about getting in the shower after a long day of yard work? Visiting the dentist should feel like that shower—cleaning away the debris. You also work hard to maintain a healthy lifestyle and since oral health is a great way to assess your overall health, think of a teeth cleaning as a simple painless procedure that can give you insight to your overall health. Also regular dental visits, along good oral hygiene, can help you wake up in the morning with a clean fresh mouth!	Make sure you continue to brush your teeth. If you are not able to brush your teeth because you are on the go, chewing sugarfree gum can help wash away food debris. In addition, there are several other oral care benefits to chewing sugarfree gum including neutralizing plaque acid which can damage teeth. Plaque acid in the mouth can cause the minerals in the tooth's enamel to become dissolved causing initial lesions or white spots which can lead to dental caries or cavities.	We know regular visits can prevent or even reverse early dental problems. So, view scheduling an appointment like rewarding yourself... the reward being that major dental treatment can be avoided down the line. So, look forward to treating yourself after each dental visit. If you walk away with nothing more than a check-up, clean and polish...enjoy your reward!	Sometimes life gets in the way and goals that are important to you slip (like exercising, eating right, getting regular check-ups). A solid regimen of brushing, flossing and rinsing at home with an ADA-accepted anti-septic mouthrinse will make you feel more confident before your check-up. Select a convenient time for your appointment and look forward to the great feeling of getting back to improving your oral health.
Question 3: What are some risks one faces by neglecting oral health?	Neglecting oral health care can lead to damage within the oral cavity and contribute to systemic ill health. One example of the effects of plaque is Xerostomia (Dry Mouth.) This condition is caused by multiple factors, some systemic and some local. It can contribute to dental carries and is often accompanied by dry eyes and other mucous membranes. Dry Mouth from a systemic disease (connective tissue disorder) is managed by a dentist/physician team; from local factors (certain medications/drugs or lack of hydration) is managed by the dentist. Treatments include systemic agents (Pilocarpine), acting as a saliva stimulant, and topical agents (Oasis), providing comfort through oral moisturization. Good oral hygiene and early detection can help prevent long term complications.	Regular oral hygiene helps control the buildup of plaque, which contributes to gum disease and dental decay, as well as less serious, but embarrassing problems such as bad breath and stained teeth. There is also evidence that poor oral health is associated with other health conditions such as cardiovascular disease and diabetes. Since saliva is nature's way of protecting the mouth, and chewing sugarfree gum stimulates the production of a healthy flow of saliva, think about adding chewing sugarfree gum to your daily routine.	The risks are many and vary from person to person. Most people associate risks with cavities that lead to root canal treatment to eventual loss of teeth. But it could be anything from bad breath to tooth sensitivity to unsightly white spots on the enamel. If one has missing teeth and they are not replaced, the bite could collapse and one could end up with joint problems and headaches. Regular visits to the dentists can prevent all these. Dental professionals now have a lot of tools available to predict a patients' susceptibility to decay and other dental problems before it occurs.	Emerging science suggests bacteria in the mouth of people with severe gum disease may be linked to other health issues. While more research is needed to better understand the connection—as a cause-and-effect relationship has not been established, a new study shows that people who don't brush twice a day have a higher risk of heart disease. Don't neglect your oral health and when selecting a brush or floss, choose products that are purposefully designed for a superior clean. Also, be sure to complete your routine with an ADA-accepted antiseptic mouthrinse to achieve a cleaner, healthier mouth.



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AN IMPORTANT MESSAGE FROM THE AMERICAN DENTAL ASSOCIATION



It's a harmless spot now.
Don't let it become oral cancer.

Ask your dentist about a brush test

THE GREAT NEWS IS THAT PRECANCEROUS CELLS CAN NOW BE DETECTED, LONG BEFORE ORAL CANCER CAN EVEN START

The first step is to see your dentist regularly for a thorough oral examination. Most people will have tiny white or red spots in their mouth at one time or another. Your dentist may choose to use a specially designed brush to quickly sample the cells from the spot. This sample is then sent for computer-assisted laboratory analysis.

YOUR DENTIST — HELPING TO PROTECT YOUR GOOD HEALTH

Although most small oral spots do not contain abnormal cells, they indicate to your dentist exactly where unhealthy cells may be located. If a spot is found by a brush test to contain unhealthy cells (known as dysplasia), it typically takes several years before they can cause any harm. During this time, the spot can be removed, long before oral cancer can start.

THE BRUSH TEST — ITS ACCURACY WAS DEMONSTRATED AT 35 DENTAL SCHOOLS

The accuracy of the brush test has been demonstrated in large published clinical studies, including a major clinical trial conducted at 35 U.S. dental schools. Its use by over 30,000 U.S. dentists has already detected precancerous cells in thousands of patients, long before oral cancer could even start.

WHAT YOU SHOULD KNOW

1 MOST PEOPLE WILL HAVE tiny white or red spots in their mouth at one time or another.

2 SEE YOUR DENTIST REGULARLY for a thorough oral exam. Although the vast majority of these spots do not contain unhealthy cells, your dentist may recommend further testing.

3 EVEN IF A LAB IDENTIFIES abnormal cells, they can then typically be removed – years before they can harm you.

Now precancerous cells can be detected – years before oral cancer can start.

• • •

See your dentist regularly and ask about a brush test for oral spots.

ADA American Dental Association®
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