

oral care



love your smile

protect your health and boost your
confidence with advice from the experts



celebrating 150 years of healthy smiles

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No organization has done more to promote oral health than the ADA® and we are prouder than ever to partner with them.

The American Dental Association is the professional organization of dentists committed to advancing science, ethics and public service in the field of oral health. We thank the ADA for helping us to ensure your health and wellness. For more information on their programs, visit www.ada.org today.



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4

oral care starts at home

5

are your teeth only 70% clean?

6

preventing tooth decay, gum disease and gingivitis

7

healthy mouth, healthy body

8

everyday oral health issues

9

dental 911

10-11

protect your child's smile

oral care starts at home

What causes tooth decay and cavities?

Bacteria in your mouth create a filmy substance called plaque. The bacteria in plaque use the sugar in foods to produce acids that attack your teeth. If the plaque is not removed, the result can be cavities.

choosing your oral hygiene products

Toothpaste. Start with an ADA-accepted fluoride toothpaste. Look for the ADA Seal of Acceptance on the box. In addition to fluoride to fight tooth decay, some toothpastes have active ingredients to help reduce sensitivity, fight gingivitis, reduce tartar build-up and whiten teeth by removing surface stains (not the same as bleaching teeth). And like your kids, pick a flavor you like so you will brush regularly.

Toothbrush. Find one that's comfortable. For sensitive teeth, choose the softest bristle. And replace toothbrushes when the bristles become worn, often around three months. Have arthritis or just dislike brushing? A powered toothbrush can be effective and may make everything easier.

Learning to use a toothbrush is one of our earliest childhood memories.

Think there's nothing more to learn? Think again! As we learn more about oral health, the basics have changed a bit. So why not take a few moments to brush up.

1. Brush for at least two minutes, or risk missing the hard to reach areas.
2. Brush your tongue with a back-to-front sweeping motion.

Learn the brushstrokes that make your smile a masterpiece.

First, clean the outer surfaces of your upper and lower teeth. Next, clean the inner surfaces in the same order. Then clean the top chewing surfaces. It's that simple.

Rinse. Use a fluoridated mouth rinse daily to help reduce cavities. And if you have problems with plaque and gingivitis, use an ADA-Accepted antiplaque/gingivitis mouth rinse to help fight plaque and gingivitis. Some mouth rinses also can help reduce bad breath.

How often should I brush, floss and rinse?

- **Brush** twice a day
- **Floss** once a day
- **Rinse.** If you choose to use a rinse to fight tooth decay, gingivitis or bad breath, follow the manufacturer's recommendations for use or instructions from your dentist.

Consider this your daily minimum regimen. Practicing oral hygiene after meals and snacks can help eliminate food debris and minimize plaque, but just don't overdo it and irritate your gums and teeth. Rinsing with water after eating can help remove food debris when you aren't able to brush.

are your teeth only 70% clean?

Without flossing, you can miss 30% of the surfaces of your teeth.

That means bacterial plaque can have a chance to build up and start causing problems. Daily flossing helps you protect against gingivitis by removing hidden plaque and food particles from your teeth and gums. Your gums are part of the foundation of your teeth. Putting them in jeopardy puts all your teeth at risk. Flossing or using an inter-dental cleaner can help you maintain healthy teeth for life.

What's the difference between waxed and unwaxed floss?

There is no difference in effectiveness. Your technique and frequency are more important. Use the type you are most comfortable with so you will floss more often.

five steps for effective flossing

1. Break off 18 inches of floss and wind most of it around your middle finger. Wind the remaining floss around the same finger of the opposite hand. This finger will take up the floss as it is used. Hold the floss tightly between your thumbs and forefingers.
2. Guide the floss between your teeth using a gentle rubbing motion. Never snap the floss into the gums.
3. When the floss reaches the gum line, curve it into a C shape against one tooth. Gently slide it into the space between the gum and the tooth.
4. Hold the floss tightly against the tooth. Gently rub the side of the tooth, moving the floss away from the gum to scrape away plaque.
5. Repeat this with the rest of your teeth.



preventing tooth decay, gum disease and gingivitis

Gum disease and your overall health.

Studies show there may be a link between the gum disease periodontitis and other conditions like stroke, diabetes, and heart disease. It's important to practice good oral care to keep your mouth healthy. So, follow the tips in this guide. And be sure to keep your dentist informed of any medical conditions and medications, so you can get the best treatment possible for your total wellness.

One in every eight Americans has gum disease.

Are you one of them? Gum disease is generally classified into two categories: gingivitis and periodontitis. Gingivitis is early gum disease that can usually be reversed with proper brushing and flossing. Periodontitis is advanced gum disease that can lead to tooth loss and requires professional treatment. Look for these telltale signs. Then talk to your dentist.

- Bleeding, swollen or tender gums
- Receding gum line
- Loose teeth
- Bad breath

What is Gingivitis?

Gingivitis is an inflammatory condition of the gums caused by bacteria. Watch for warning signs such as color changes in your gums, swelling and oral bleeding. Flossing plus brushing are your best prevention tools, along with regular checkups from your dentist.

What is Periodontitis?

Periodontitis can result if gingivitis is allowed to progress. And in some cases it can develop without gingivitis. This form of gum disease causes your gums to pull away from your teeth, and tooth loss may be the result if the disease is left untreated.

Gingivitis and periodontitis don't always cause pain or discomfort so it's important to see your dentist regularly.



healthy mouth, healthy body

Proper oral care can prevent life changing or even life threatening diseases.

Medical research suggests that the health of your mouth may have an effect on conditions throughout your body. Scientists are learning more every day, but one thing is certain. The better you care for your smile, the better chance you will be smiling for more years.

Heart disease and stroke

Researchers cite a link between increased blood vessel thickening and the presence of bacteria in dental plaque known to cause gum disease. The same goes for the fatty deposits that can lead to stroke. Though evidence is still being gathered, brushing regularly and maintaining good oral health may help.

Diabetes

Effective blood glucose control is key to controlling and preventing oral problems. People with poor blood glucose control get gum disease more often and more severely than people whose diabetes is well controlled. Daily brushing and flossing, regular dental check-ups and good blood glucose control are the best defense against the oral complications of diabetes. For more detailed information on blood glucose control and other diabetes topics, visit our partner at dlife.com anytime.

What else is your mouth trying to tell you?

Your mouth can provide clues about your health.

During your dental exam, your dentist might see signs of an illness or disease you might not know you have. Your dentist will share any findings or concerns and recommend follow-up tests, treatment, or referral.

everyday oral health issues

Chronic bad breath

Bad breath can have many causes. One major source is the bacteria in dental plaque that produce bad odors, especially when combined with poor oral hygiene. To eliminate this type of bad breath, you can use products that simply cover up these odors for a short time, such as sugar-free breath mints and gum as well as some toothpastes and mouth rinses. Or you can use special toothpastes and rinses that actually kill the bad breath bacteria or neutralize the odors they produce. Other causes of bad breath can be certain foods, tobacco, dieting and fasting, sinus infections, allergies, plus various diseases and medications. Talk to your dentist, physician, and Rite Aid pharmacist about causes and your range of personalized solutions.

Sensitive teeth

The twinge from hot or cold food could be from receding gums, a cracked tooth, a filling that needs to be replaced, decay, or thinning enamel. Your Rite Aid pharmacist can recommend desensitizing toothpaste and a soft bristle toothbrush. But if the condition doesn't clear up in about four weeks, one of the other causes may be the culprit. In that case, you need to see your dentist to find out what is the source of your problem.

Grinding

More than 50 million Americans grind their teeth at night. Some symptoms are jaw tenderness, wear and tear of your teeth, tooth sensitivity, and headaches. But there's no reason to lose teeth or sleep over it. A custom-fitted mouth guard prescribed by your dentist may protect your teeth comfortably. Toothpaste for sensitive teeth also might be helpful. But see your dentist to determine the best option for you.

Dry mouth

Reduced saliva results in this condition common to older adults that may be caused by certain medications. Check with your dentist, pharmacist, or physician to see if the medications you take have this side effect. Left untreated, dry mouth can damage your teeth. Sugar-free candy or gum can help stimulate saliva flow, and oral rinses and artificial saliva can also help. Rite Aid has a variety of oral rinses and artificial salivas you can purchase today to help you get effective relief.

Canker sores

While annoying, most canker sores usually heal on their own in days. Your Rite Aid pharmacist can recommend over the counter topical anesthetics for temporary relief, or you can visit your dentist. Avoid hot, spicy or acidic foods. Anti-inflammatory or antimicrobial rinses may also be prescribed.

Cold sores

Cold sores (also called fever blisters) come from a virus that can linger indefinitely and cause sporadic attacks. They usually heal on their own within a week. For temporary relief, look for topical anesthetics at Rite Aid. Although there is no "magic bullet" or cure for this condition, antiviral medications may be used for cold sore treatment or prevention.

dental 911

Dealing with emergencies is easier when you have the facts close at hand.

Conditions that require immediate professional attention:

Knocked out tooth

A tooth can often be placed back into its socket and returned to complete usefulness, strength and beauty. Just learn the three steps to take immediately, because successful re-implantation needs to be done within two hours.

1. Do NOT scrub or clean the tooth – this can damage small connecting fibers on the tooth surface.
2. Place the tooth in a small container of milk or a product designed specifically for this purpose.
3. See a dentist ASAP. And don't forget to take the tooth with you!

Toothache

Rinse the mouth with warm water to clean the area. Gently floss to remove any food caught between the teeth. Do not put aspirin or any other painkiller against the gum because it may burn the gum tissue. Swallowing oral pain medicines as intended, however, may help provide temporary relief. See your dentist as soon as possible because toothache can sometimes lead to serious health complications.

Cracked or broken tooth

Rinse the mouth with warm water. Put cold compresses on the face. Bring along the tooth fragment for possible bonding when you visit the dentist.

Possible broken jaw

Apply cold compresses to control swelling then visit a dentist or emergency room immediately.

Judgment calls based on severity:

Objects caught between teeth

Gently remove the object with dental floss. Never use a sharp or pointed instrument. See your dentist if you cannot dislodge it.

Bitten tongue or lip

Clean the area gently with a cloth, and apply cold compresses. Seek professional attention if bleeding is excessive or persistent.

protect your child's smile, starting before birth

Shower your baby with gifts of good nutrition.

Did you know that teeth begin to form in the second month of pregnancy? That means you have to take control of your nutrition from day one. Your baby will need a balanced diet with Vitamins A, C and D, protein, calcium and phosphorous to develop healthy teeth. You can get these from an extremely wide variety of foods, from avocados to milk to tangerines. The choices are almost endless. And if your busy lifestyle gets in the way, you can get the nutrients you need as supplements at any Rite Aid.

But it's really no big deal, they're just baby teeth. Right?

Baby teeth are placeholders for the adult teeth on the way. If they are lost due to decay, the remaining teeth may move and make it impossible for adult teeth to come in properly. It's also painful for your baby, and can cause other serious complications if left untreated.

The long-term benefits of fluoride

As children change and grow, so do their fluoride needs. Studies show that water fluoridation reduces tooth decay by 20-40%. Fluoride supplements are also available by prescription from your dentist if you live in an area without optimally fluoridated water. Fluoride toothpaste is a very important contributor to cavity prevention. Fluoride rinses for use at home may be recommended by your dentist, along with professionally applied topical fluoride at regular dental visits. Continue to consult with your dentist on the specific needs of individual children and adults in your family.



key tips for every stage of childhood

There are endless ways you can enhance your child's dental health. We're presenting a few to get you thinking about your child's future today.

Baby their teeth and gums.

1. Clean baby's gums with a moist washcloth after each feeding.
2. When teeth appear, switch to a soft bristle toothbrush moistened with water.
3. Do not put your child to bed with a bottle containing liquids with sugar (such as sweetened water, juice, milk, or formula.)
4. Switch from a bottle to a cup at about one year of age.
5. Schedule your child's first dental visit when the first tooth erupts, but no later than one year of age.

Make brushing fun for the pre-school set.

1. Try colorful toothbrushes with rotating heads or other visual fun, and dental products with their favorite cartoon characters.
2. Use a non-fluoride paste or water until kids learn not to swallow it, which may be about two years of age. Use a pea-sized amount of fluoride toothpaste for children under six.
3. Play a game that makes brushing as fun as singing their ABCs.

Surviving the sweet tooth years.

1. Pack lunchboxes with healthy snacks like carrots, veggies, and plain yogurt.
2. Replace sugary drinks and excessive fruit juice with water and milk.
3. Studies show kids don't brush effectively until age 7, so help until they are ready to do it on their own.

Tips for parents of pre-teens and teens.

1. Make sure braces that can trap particles get thorough brushing and flossing.
2. If your child plays heavy contact sports, a mouth guard is a must.
3. Teens are obsessed with how they appear to others, so appeal to their vanity.



Give Kids A Smile, and a brighter future

The Give Kids A Smile® program is a collaboration between the American Dental Association, dental professionals and sponsors like Rite Aid. Its sole purpose is to bring free dental care to deserving kids in need. Last year, 480,000 children received free care. That's a lot of happy and healthy smiles.

No kids or parents should suffer needlessly.

At Rite Aid, we believe kids should never lose their smiles because of money. And no parents should have to watch their children go without necessary care. Or suffer from the guilt that goes with it. We're here to help.

Just shop at Rite Aid for your oral care needs during August and September. In appreciation of your purchases, Rite Aid has made a \$45,000 donation to keep this program running strong. You can learn more about Give Kids A Smile! at www.ada.org anytime.



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