

## Smile with confidence!

We all know that the appearance of our teeth have an impact on our overall beauty.

That is why so many people have cosmetic treatments such as bleaching and orthodontics. These interventions can enhance our smile but unfortunately they have some limitations. Think of white spots, hypersensitivity, and eroded enamel.

To help overcome these 'side effects' GC has developed **Tooth Mousse** and **MI Paste Plus**; two pastes, which strengthen your teeth, each available in five delicious flavours...

Below are all the indications for **Tooth Mousse** and **MI Paste Plus**:

Use <b>GC Tooth Mousse</b> and <b>MI Paste Plus</b> :	Specific indications for <b>GC Tooth Mousse</b> for patients who:	Specific indications for <b>GC MI Paste Plus</b> for patients who:
For desensitizing	Have a low to medium risk of caries	Need extra protection due to medium or high susceptibility to caries
To inhibit and reverse initial caries	Are below the age of six	Have an acidic oral environment
On white spot lesions	Will undergo tooth whitening or have had their teeth whitened	Suffer from erosion and gastric reflux
During and / or after orthodontic treatment		Need support due to very poor plaque control
For pregnant women		
To provide extra protection for the teeth		

### When and how do you use **Tooth Mousse** and **MI Paste Plus**?

The pastes are ideal to use at home. Simply apply to any affected or high risk surfaces after tooth brushing and immediately before going to bed.

**Tooth Mousse** and **MI Paste Plus** are two products from GC's world renowned Minimum Intervention range that can help relieve sensitive teeth, white spots and eroded teeth, conditions often associated with cosmetic procedures such as tooth whitening and orthodontic treatment.



Ask your dentist to give you more information and advise you on the correct paste for your teeth. Find your favourite flavour from the selection of mint, vanilla, tutti-frutti, strawberry and melon and enjoy a delicious-tasting way to strengthen your teeth.



CPP-ACP was developed at the School of Dental Science at the University of Melbourne Victoria / Australia. RECALDENT™ is used under licence from RECALDENT™ Pty Ltd. RECALDENT™ CPP-ACP is derived from milk casein, and should not be used on patients with milk protein and/or hydroxybenzoates allergy.



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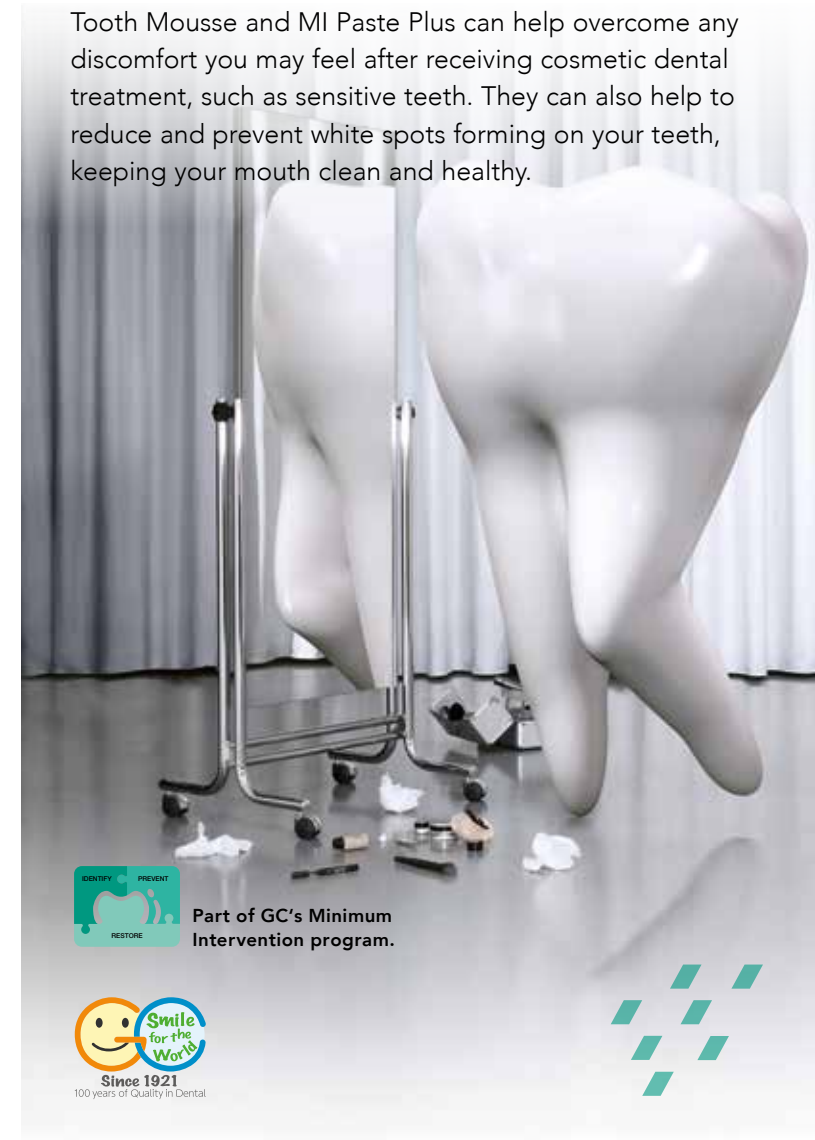
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## Tooth Mousse and MI Paste Plus

Cosmetic dentistry can make your smile more beautiful; don't let it fade away.

Tooth Mousse and MI Paste Plus can help overcome any discomfort you may feel after receiving cosmetic dental treatment, such as sensitive teeth. They can also help to reduce and prevent white spots forming on your teeth, keeping your mouth clean and healthy.



Part of GC's Minimum Intervention program.



## Lightening of discoloured teeth

Tooth whitening often known as bleaching, is commonly accepted nowadays as a way of cosmetically improving the colour of your teeth. Unfortunately, there can be some disadvantages to this type of treatment.

### Why do people whiten their teeth?

Lifestyle-based habits like smoking, drinking wine or coffee and biological factors like the natural aging of teeth can make our teeth darker. **To enhance their smiles**, many people opt for tooth bleaching.

### What are the problems associated with tooth whitening?

Bleaching will lighten the colour of your teeth, but might also demineralise the teeth. This means that in the bleaching process, some minerals are stripped from the outer layer of the tooth surface and this can cause **hypersensitivity**. People who suffer from this can experience sensitivity to hot or cold drinks or food, which can be very uncomfortable over an extended period of time.

### How can Tooth Mousse or MI Paste Plus help?

**GC's Tooth Mousse** and **MI Paste Plus** are made from a natural milk-based protein which remineralizes your teeth, putting minerals back in your teeth. This means your **enamel is strengthened**, making your teeth less sensitive.

This is possible because **Tooth Mousse** and **MI Paste Plus** contain an active ingredient called **RECALDENT™**, a special natural ingredient that binds calcium and phosphate to the tooth surface in order **to rebuild and strengthen the teeth**.



## Treatment of white spots or lesions



White patches on your teeth can spoil your smile. They might even make you want to hide your teeth when you smile.

### What are white spots?

White spots are obvious signs of a change in the outside composition of the enamel, also called **decalcification or demineralisation**. In some cases, it is the first sign of tooth decay. The main causes of white spots are: fluorosis, poor oral hygiene and enamel hypomineralization.

### What is fluorosis and can it damage my teeth?

Fluorosis is caused by an **excessive intake of fluoride**. This can originate from heavily fluoridated water, fluoride supplements in combination with sustained consumption of fluoridated toothpaste. The physical appearance of fluorosis is apparent on the teeth in the form of small, white, opaque flecks.

### Can orthodontic brackets cause white spots?

Everyone who has worn fixed orthodontic brackets will know how difficult it can be to keep your teeth clean, as often bits of food get trapped around the wires. As a result, plaque builds up, bacteria ferments, which causes the pH in the mouth to drop and leads to **enamel destruction**. This will cause white spots to form on the teeth.

### What is enamel hypomineralization and what effect has it on my teeth?

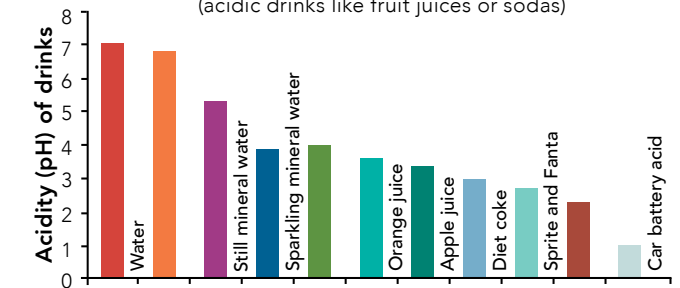
Enamel hypomineralization occurs when there are **changes in the cells that create tooth enamel** during early childhood. When the activity of these cells is disturbed, the permanent/adult teeth are likely to have white spots when they erupt.

To overcome your white spot condition, your dentist can recommend a daily oral health regimen that includes the application of **Tooth Mousse** or **MI Paste Plus**.

## Acidic drinks

Demineralization of tooth structure, known as tooth erosion, can be caused by:

1. Reduced saliva flow
2. Intrinsic factors (gastrointestinal disease)
3. Extrinsic factors (acidic drinks like fruit juices or sodas)



### Why do soft drinks lead to tooth erosion and can drinking soft drinks cause caries?

Soft drinks contain **high levels of acid (H<sup>+</sup>)** (as well as sugar) which decreases the pH of the oral environment. This can lead to tooth erosion where the enamel of the teeth is weakened.

Calcium (Ca<sup>2+</sup>) and Phosphate (PO<sup>3-</sup>) will dissolve from the tooth. Acidic drinks like fizzy drinks, fruit juices, sports and energy drinks can weaken the structure of the enamel and may speed up the **wear of the tooth** and increase the risk of cavities and sensitivity.

**Tooth Mousse** and **MI Paste Plus** enhance the tooth's resistance to acid by remineralizing weakened teeth.

