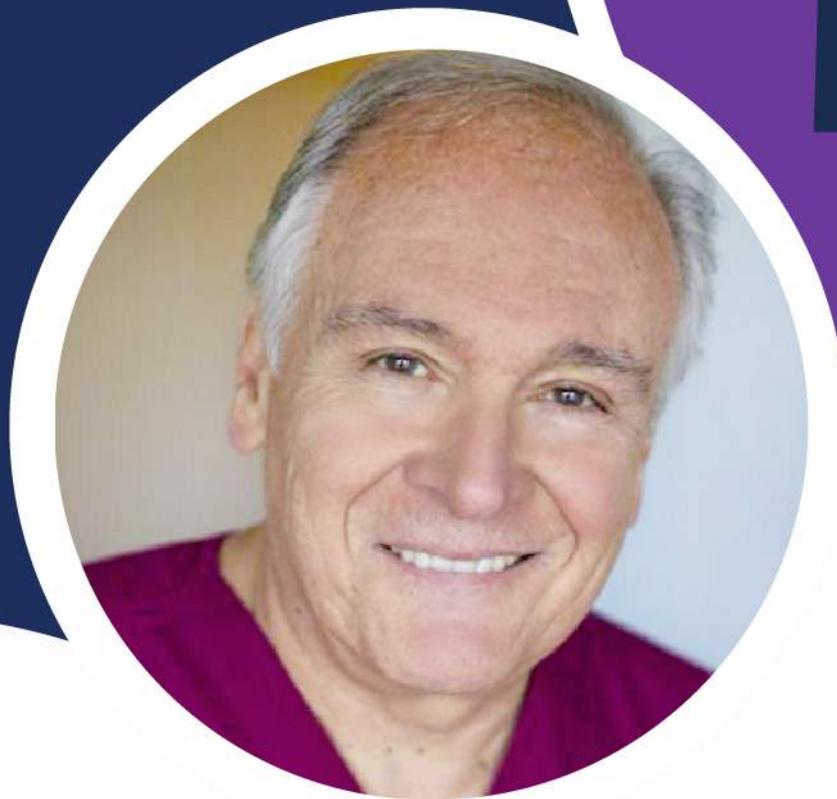
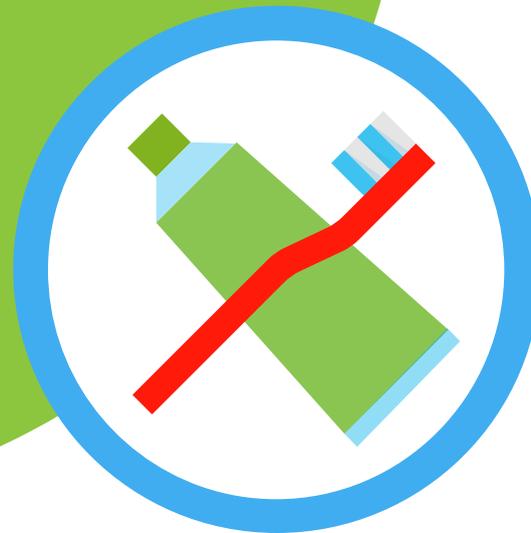


***Dr. Gruber's Guide
to Understanding and Reversing
Gum Disease
and Gum Recession***



***How the Traditional Nylon
Toothbrush May Be Causing Your
Gums to Disappear***

How the Traditional Nylon Toothbrush May Be Causing Your Gums to Disappear



While you might not believe Periodontal (gum) disease is waging a slow war on your body, more than 75% of adults over the age of 35 show some degree of signs and symptoms.¹ In fact, gum disease is the leading cause of tooth loss in adults around the world.²

Recent studies³ have also shown that there is a possible link between gum disease and a number of other afflictions in the body, including heart disease.⁴ Those studies theorize that bacteria in the mouth, a root cause of gum disease, are able to travel through the blood stream. Not only can bacteria contribute to clot formation but it can also promote narrowing of the arteries. Numerous other studies reveal that gum disease is linked to a variety of other health

problems– so it is not just a problem in your mouth.

Over the course of my 40-year career in Dentistry and Periodontics, I have seen a recurring theme in how gum disease develops. Traditional thought has led many people to believe that poor oral hygiene is the first major contributor to gum disease. Because of the scare tactics associated with this idea, including graphic images of bad teeth, many have been pushed into over-brushing. As a result, people are damaging their teeth and gums.

There is such a thing as over brushing with a nylon toothbrush, also known as Toothbrush Disease.⁵ Over the years, dentists have moved from recommending hard-bristled toothbrushes to recommending soft-bristled, due to the rise in gum recession and sensitivity.

It's not my aim to scare you away from the toothbrush you currently use. As a medical professional, my first duty is to educate my patients, so that you understand your body, the actions you take and how those actions affect your overall health. In the enclosed pages, I'll show you the most common causes of gum disease, what it is, how it's treated and how you can actively prevent the advancement of gum disease without making wild lifestyle changes.

Let's work together to help you smile again!

Sincerely,

A handwritten signature in black ink that reads "Jack Gruber, DDS". The signature is written in a cursive style.

Dr. Jack Gruber, DDS

¹Oral Health | The Dr. Oz Show. (n.d.). Retrieved from <http://www.doctoroz.com/topic/oral-health?page=3>

²Dental Insurance for Seniors: Know Your Options. (n.d.). Retrieved from <https://www.healthmarkets.com/resources/medicare/dental-insurance-for-seniors/>

³Gum Disease and Heart Disease | Perio.org. (n.d.). Retrieved from https://www.perio.org/consumer/heart_disease

⁴Periodontal Disease and Systemic Health | Perio.org. (n.d.). Retrieved from [https://www.perio.org/consumer/oth-](https://www.perio.org/consumer/oth-er-diseases)

[er-diseases](https://www.perio.org/consumer/oth-er-diseases)

⁵Comparison of Soft Toothbrush and New Ultra-soft Cleaner ... (n.d.). Retrieved from <http://www.periclean.com/wp-content/uploads/2015/01/PeriCleanNYSDeDenta>

The Anatomy of the Tooth and Gums

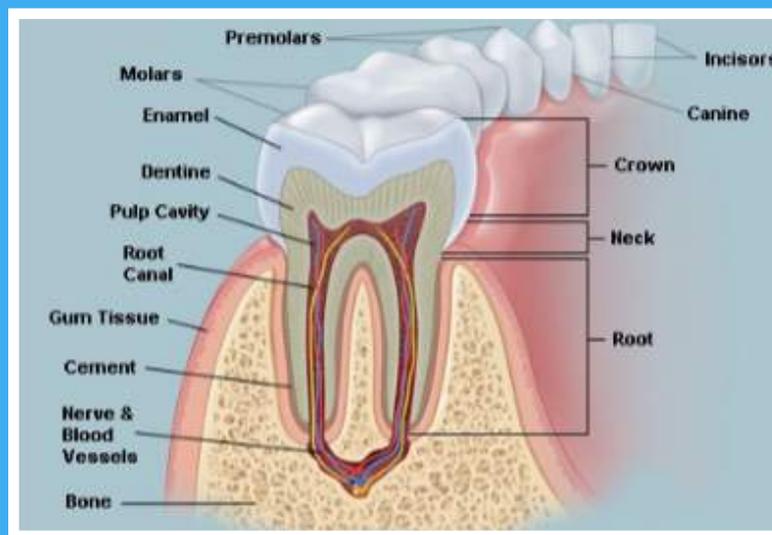
In order to understand how gum disease affects your smile and your personal health, it's important to understand the basic layout of your mouth and how your teeth and your gums work together.

The Enamel

Tooth enamel is the outer layer or the surface of your teeth. It works to protect your teeth from tooth decay. Because of the function of the teeth, the enamel on your teeth is actually the hardest mineral in your body – even stronger than your bones. Despite its strength, the acids we take in and those that result as a part of consuming certain foods can wear away at this ultra-thin protective layer.

Starches and acids attack and soften the surface of the enamel, and bacteria produce toxins and acids that weaken enamel. Combine those processes with over-brushing using nylon toothbrushes and you

begin to see how the enamel can rapidly wear away.



Unfortunately, once the natural enamel on your teeth is gone, it cannot grow back. The only way to replace the enamel is with dental restorations done by your dentist.

Dentin

Dentin is the hard tissue that makes up the bulk of the internal core of each of your teeth. This part of the tooth is directly beneath the enamel. It is naturally a yellow color and contains a large number of small openings that lead to the nerves and cells inside of the tooth. Dentin allows the tooth to be moist and somewhat flexible.

These tubules in the dentin make it more porous, and if bacteria can penetrate the enamel, it can lead to increased rotting of the teeth, dentin and the pulp of the tooth.

Pulp

The pulp is considered to be the most vital part of your teeth. It originates in the center, beneath the enamel and dentin, within the pulp chamber. This chamber contains blood vessels, connective tissue and the large nerves within the teeth.

This region is also referred to as the “nerve” of the teeth and branches down each root through the canal of the tooth. Nourishment, sensory function and the formation of dentin all rely on healthy pulp. Pain from trauma to the dentin and/or pulp, differences in temperature, and pressure are caused by stimulation of the pulp.

Periodontal ligament

Ligaments are connective tissues that strengthen different areas of the body such as the joints. In the case of the teeth, the periodontal ligament is a group of specialized connective tissues that keep the root of the tooth attached to the alveolar bone cavity where the individual tooth sits.

These fibers help the teeth withstand the natural forces that occur with chewing, biting or impact of the teeth.

⁶ Preventing Tooth Enamel Erosion – WebMD. (n.d.). Retrieved from <http://www.webmd.com/oral-health/tooth-enamel-protection>

GUMS (Gingiva)



The gums are the skin of your teeth®. They are paper-thin. In fact, you can see your bone right through them. They function to protect the underlying bone. It is the bone that holds the teeth in place. The bone that is in the front of your teeth is as thin as an eggshell. The bone between the teeth is thicker and stronger, but that is where the bacteria have a chance to attack if we don't clean them out with floss or other devices that clean between the teeth.

What is Gum Disease?



Gum disease (or periodontal disease)⁷ is a bacterial infection that occurs in the gums, ligaments and the bone supporting the teeth where they anchor to the jaw. The bacteria that cause gum disease are a normal part of your mouth, living around your gums and teeth, in a thin film known

as plaque. They feast mainly on certain carbohydrates within our diets and other matter that makes up (and becomes part of) the plaque.

If plaque is left undisturbed in your mouth, then it will begin to harden and form tartar, which is a hard mineral shell around the gums and teeth.

When plaque continues to build on the surface of the tartar, it further irritates and slowly erodes that healthy gum tissue. This initial inflammation of the gums due to tartar buildup is known as gingivitis.

If gingivitis goes untreated, small pockets will begin to form between the teeth and gums. These pockets can house additional plaque and bacteria, which advance the process of erosion and inflammation.

As the problem progresses, the enamel of the teeth, the gums and the supporting bone become terribly eroded. This eventually leads to severe tooth decay, periodontal disease and possible loss of teeth.

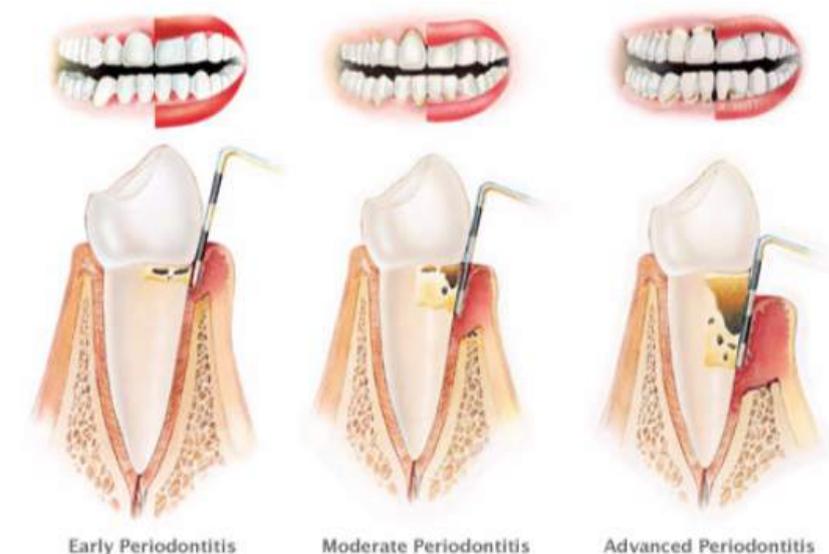
What Are the Symptoms?

Unfortunately, gum disease goes unnoticed in most adults and adolescents because it is virtually painless until the final stages.

What you need to be aware of are the other indications that point to the development of periodontal (gum) disease. Here are things you should watch for each day.

- Bleeding around the gum line when brushing
- Gums that are red, swollen and/or tender
- Chronic bad breath or a metallic taste in the mouth
- Discharge or pus of any kind around the teeth and gums
- Separation of the teeth
- Loose teeth
- A change in the pattern of your bite
- A change in the fit of your partial dentures

If you notice one or more of these symptoms then it's important to consult with your dentist to decide on a corrective course of action before the gum disease advances.



⁷ "What is gum disease? - Delta Dental." Insert Name of Site in Italics. N.p., n.d. Web. 12 Jun. 2016 <https://www.deltadentalins.com/oral_health/g

I Don't Have Symptoms, How Do I Know If I Have Gum Disease?

It is not uncommon for most young adults to perceive gum disease as something that only occurs among elderly people or those who do not care for their teeth at all. Most are shocked to hear they show early signs of having it. The fact is even people with fairly routine, "good" oral hygiene habits can develop gum disease. It can also occur at any age, even in children.

During regular dental examinations, your dentist will check for signs and symptoms associated with gum disease. To curb its development, routine checkups are recommended – ideally every 6 months for most patients.

When you visit your dentist, they will examine the color and firmness of the gums around each of your teeth. Teeth are inspected for how tightly they sit within your jaw, and examined to see how well they fit together when you close your teeth or bite down.

Some dentists order x-rays to examine the health and structure of the bone supporting the teeth. Additionally, small instruments are placed between the tooth and the gums in order to measure the depth of pockets.

Contributing Factors to Gum Disease

Earlier, it was mentioned that a healthy individual with good oral habits could develop gum disease and receding gums. It is not just poor dental care or oral hygiene that causes decaying of the teeth and the gums. Other contributing factors include:

Smoking

Smoking is a major risk factor that damages more than just your teeth. As medical professionals, the topic of smoking comes up with many patients. While it can be frustrating to be read the riot act, especially because many people know it is unhealthy, it is not something we – as dentists and medical professionals – can stop discussing.

Not only do the chemicals in tobacco have a harmful effect on your respiratory and cardiac function, they also deplete the nutrients (such as vitamin C) in your body, which leave you susceptible to infection and disease.

Diet

An unhealthy diet is another major contributing factor. This goes beyond diets high in processed sugars or other sticky carbs. A diet that is low in nutrients and appropriate minerals leaves your body short on the vitamins, minerals and energy it needs to regrow and sustain healthy tissues in the mouth – including your gums.



What is Plaque?

Plaque is a biofilm that is soft when it first forms. In the mouth it is a collection of bacteria and proteins that protect the bacteria like a nest. Only direct physical removal can break up the biofilm; over the counter mouthwash and toothpaste only affect the surface layer. Toothbrushes and floss or other devices for cleaning in between the teeth can break up the "nests" while they are still soft. If not removed every 12 hours the plaque will absorb calcium and other salts from the saliva to form calculus, which most people know as tartar. Tartar should only be removed by a dental professional. Plaque is EASY to remove. It is not necessary to be a mad brusher. The PeriClean gently removes the soft plaque biofilm nests before they can do any damage.

Brushing

It is hard to believe that caring for your teeth can actually damage them, but millions of people around the world each year set themselves up for gum disease^{xi}. The first problem with brushing is that many people do it improperly, too abrasively, and too often. This wears away the thin enamel of the teeth and erodes the gums. The bone under the gums also disappears and the roots become exposed. This can cause sensitivity and allow root decay to take hold.

Add to this the fact that not all toothbrushes with bristles are created equal. There are low quality tooth brushes, many of which are very abrasive with arbitrary designs that do nothing to help with keeping teeth clean. Ancient skulls that are examined for wear on the front sides of the teeth do not show much wear at all. This was before there were toothbrushes. Yes they died young but many people at their ages today already show toothbrush disease. The ancients did get wear of the biting surfaces because of abrasive diets.

We would never use a toothbrush and

toothpaste on our car's paint. We know we have to be careful. Car washes have become "Brushless" in the last few years. Yet cars can be repaired or replaced. Our teeth are priceless and should last a lifetime. Dentists recommend brushing at least twice daily⁸, and they are right. What you need to change is the method and the tool. It is recommended that you stop using an old-fashioned bristled toothbrush, especially if you already have tender gums or sensitive teeth. Even soft, traditional nylon bristled brushes can erode your enamel and gums, especially if you brush too hard or too often.

A new generation of toothbrush has been developed as a smart option to stop brushing away the enamel of your teeth and eroding your gum line, like you currently do with bristled toothbrushes. By the way, few people know that causing the enamel to wear away by over brushing will allow the yellow interior, the dentin, to show through and thereby darken the teeth.

Hormones

Hormonal imbalances and changes, such as those occurring during pregnancy, increase the blood supply to some areas of the body – including the gums. As a result, men and

women with hormonal imbalances (up to 60% of pregnant women) can experience red, tender or bleeding gums. This inflammation can lead to more advanced gum disease if not treated properly^{xii}.



Stress

Stress is a contributing factor, and it is something that most Americans have plenty of. Stress can inhibit your body's natural ability to fight infection, reducing the effectiveness of your immune system.

Other Medical Conditions

Various other medical conditions and outside influences such as medications can diminish the ability of your body to fight infections. This can include health conditions like diabetes or medical treatments like radiation therapy^{xiii}. Heart disease has been linked to periodontal disease. The bacteria under the gums may travel through the bone marrow surrounding your teeth to the heart. Some blood pressure medications have side effects that cause swollen gums^{xiv}.



⁸ Next to brushing, flossing every day is an important part ... (n.d.). Retrieved from <http://www.dentalplans.com/dentalhealtharticles/58496/next-to-brushing,-flossing>

^{xi} "It is hard to believe that caring for your teeth can actually damage them, but millions of people around the world each year set themselves up for gum disease." Web. 29 Jun. 2016 <[https://www.google.com/?ion=1&espv=2#q=%22It+is+hard+to+believe+that+caring+for+your+teeth+can+actual-](https://www.google.com/?ion=1&espv=2#q=%22It+is+hard+to+believe+that+caring+for+your+teeth+can+actual-ly+damage+them%2C+but+millions+of+people+around+the+world+each+-year+set+themselves+up+for+gum+disease%22)

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^{xii} "This inflammation can lead to more advanced gum disease if not treated properly." Web. 29 Jun. 2016 <[https://www.google.com/?ion=1&espv=2#q=%22This+inflammation+can+lead+to+more+ad-advanced+gum+disease+if+not+treated+properly.%22](https://www.google.com/?ion=1&espv=2#q=%22This+inflammation+can+lead+to+more+ad-vanced+gum+disease+if+not+treated+properly.%22)

^{xiii} "This can include health conditions like diabetes or medical treat-

ments like radiation therapy." Web. 29 Jun. 2016 <<https://www.google.com/?ion=1&espv=2#q=%22This+can+include+health+conditions+like+di-abetes+or+medical+treatments+like+radiation+therapy%22>

^{xiv} "Some blood pressure medications have side effects that cause swollen gums." Web. 29 Jun. 2016 <<https://www.google.com/?ion=1&espv=2#q=%22Some+blood+pressure+medications+have+side+effects+that+cause+swol-len+gums%22>



The Link Between Dental Health and Serious Diseases with

Dr. Jack Gruber DD

How to Prevent Gum Disease

Every person is different, and the contributing factors in their life that can advance the onset of gum disease will vary. To prevent gum disease, the best advice is to consult with your dentist to discuss the most appropriate course of action. In addition, there are things you can do on your own to help prevent the onset of gum disease.

Clean Between Teeth

No toothbrush can effectively clean between teeth, where 90% of your plaque builds up quickly. Patients have come to my office and told me they just brushed their teeth. I then use a small dental instrument to gently clean between their teeth while

they are holding a mirror. What they see is shocking to most of them. Nests of plaque are hiding there. The brush is useless between the teeth. Use floss and other interdental cleaners, such as irrigators, special toothpicks or small interdental brushes to remove bacteria, plaque and particles of food. This is the most important part of preventing bad breath, often a sign of periodontal breakdown and disease. It's a shame to over-brush where there is less buildup and leave behind the real culprit. Your dentist can recommend the right tool for your oral anatomy and general sensitivity.

Improve your Diet

This is not meant to insinuate that you

cannot have ice cream, pizza, snacks or any other favorite food ever again. Make sure your diet is balanced⁹ to include a regular, healthy dose of vital nutrients from each of the food groups.

Just remember that when you indulge in foods that could negatively impact the health of your teeth, you need to moderate your intake, and then clean your teeth and gums.

Lastly, remember to schedule regular appointments with your dentist for cleaning and examination of your teeth and gums. Professional cleaning and preventive checkups are the best way to reduce and even eliminate the potential for gum disease to develop.

⁹ "Good Nutrition is Important for Your Oral Health - Great ..." Insert Name of Site in Italics. N.p., n.d. Web. 12 Jun. 2016 <<http://great-smile.com/>

[news/good-nutrition-is-important-for-your-oral-health/](http://great-smile.com/news/good-nutrition-is-important-for-your-oral-health/).



What if I Already Have it? Treating and Reversing Gum Disease

If you believe you suffer from gum disease, then consult with your dentist. During the early stages of gum disease, the treatment typically begins with the removal of plaque deposits as well as the calculus in the pockets around the tooth.

Your dentist or hygienist can then smooth the surfaces of the root, which is known as root planning and root scaling. Hygienists are trained to examine the gums for signs of health and disease. Under the supervision of a dentist or periodontist the hygienist can clean the teeth and show you how to keep them as free of plaque as possible. Heredity plays an important role in how we react to the accumulated

plaque but if the plaque is removed daily you are helping your gums and teeth to avoid the inflammatory reaction that leads to damage. Hygienists are very important in controlling early inflammation.

During the early stages, this is typically enough to prevent the advancement of gum disease -- along with proper daily care of the teeth and gums at home and perhaps a few adjustments to your lifestyle.

You will likely need to see a specialist or periodontist if you wait until the symptoms and the disease advance. Depending on the progression of the gum disease, surgical treatment or graft may be necessary once the infection is under control.

Symptoms of Receding Gums

Receding gums are a symptom of gum disease (periodontal disease). The gum line begins to pull away from the teeth, exposing more of each tooth. Untreated, receding gums will eventually expose the roots of your teeth and lead to tooth loss and other serious periodontal problems.

Your gums are the skin of your teeth®. With the help of periodontal connective tissue, your gums fit firmly and snugly against each tooth, completely covering the more sensitive roots. Receding gums expose roots, cause a loss of attachment between the gums and teeth and also create gaps (pockets) where food may collect and bacteria may breed.



Symptoms of Receding Gums

The following are common symptoms of receding gums:

Sensitive Teeth

Teeth may become more sensitive to hot and cold drinks or sweet, sour or spicy foods? The more vulnerable roots of the teeth are exposed to the usual food and temperature stimuli in your mouth. Teeth with healthy gums can comfortably handle all kinds of temperatures and spices, but exposed roots are more sensitive.

Exposed Roots

The roots of the teeth are exposed and visible.

Notched Teeth

At the gum line, the teeth feel notched, indicating that the gums are receding beyond the normal position.

Longer Teeth

Teeth appear to be longer because the receding gums expose more of the teeth and their roots.

Gingivitis Can Mask Receding Gums Symptoms

Gingivitis, or inflammation of the gums, is a mild form of gum (periodontal) disease that may also indicate an underlying condition of receding gums.

Symptoms may include:

- Puffy, red or swollen gums
- Gum bleeding while brushing or flossing
- Bad breath (halitosis)

Two-Color Teeth

The covering of the roots, known as cementum, is a different color than tooth enamel. Consequently, receding gums that expose roots and reveal two-color teeth.

Bigger Spaces between Teeth

The receding gum creates an illusion of space because the gums no longer fit as snugly around the teeth.





Did you know the most common type of gum disease in children and adolescents is chronic gingivitis?

What is **chronic gingivitis**?

Chronic gingivitis is an inflammation or infection of the gums that can be recognized by swelling, bleeding while brushing, and a change in gum color from pink to red and chronic bad breath. While this type of gingivitis is the most common type among children, it is, fortunately, the least severe. However, when left untreated, it can turn into more severe forms of gum disease, periodontitis.

When you have periodontitis, gums become weak and form pockets around the base of your teeth. These pockets attract bacteria, which only further damages the gums. Damage can spread as far as the jawbone, causing teeth to become loose or even fall out.

What causes **gum disease**?



Gum disease, usually caused by plaque buildup, also affects teens, not only older adults. In fact, gum disease is the biggest reason — not old age — people in the U.S. lose their teeth. Teens are put at a higher risk because hormonal changes make them more vulnerable to periodontal disease. Since gum disease many times causes little to no pain or irritation, knowing the signs and symptoms of gum disease will help detect it sooner in order to treat it effectively.

How can I help my kids avoid **gum disease**?

It's important to instill good brushing and flossing habits in children at a young age before they reach their teenage years. Additionally a healthy diet that limits the amount of candy and sugars children eat on a daily basis can help prevent the build-up of plaque. According to the American Dental Association, it only takes 24 hours for enough bacteria to form in the mouth to start causing gum disease. With regular brushing and flossing and visits to the dentist, chronic gingivitis can be banished for good.



Treatment of Receding Gums

Healthy gums are the skin of your teeth®. Treatment for receding gums, one of the first symptoms of gum disease, may be a non-surgical solution or one of several surgical procedures. Treatment for receding gums restores healthy gums and helps prevent more serious forms of gum disease that can lead to tooth loss and other health problems.

If you are experiencing any of these six symptoms of receding gums, talk to your dentist about the best treatment options.

Non-surgical Treatment for Receding Gums

For a mild case of gum recession, a deep cleaning may take care of the problem. Also known as tooth scaling and root planning, this type of treatment for receding gums removes plaque and tartar from the surfaces of your teeth and roots below the gum line. Plaque is a biofilm, composed of bacteria and the sticky substances they secrete, which cover the surface of the teeth. If you don't do a good job of removing the plaque with proper daily dental care, plaque will harden into tartar that can only be removed by a dentist or

dental hygienist.

During the deep cleaning, a dental professional also smooths, or planes, the exposed root area so that it is more difficult for bacteria to stick to it. An antibiotic may also be prescribed to remove any harmful remaining bacteria.

Surgery as Treatment for Receding Gums

Patients with advanced cases of receding gums may require surgery performed by a dentist or periodontist (a specialist that treats diseases of the gums and supporting structures of the teeth). One of the following surgical procedures will be used, depending on the severity of the situation:

Soft Tissue Grafts

There are several types of soft tissue grafts, but the most common one is a connective tissue graft. During this receding gums surgery treatment, your periodontist takes gum tissue from your palate (the roof of your mouth) or from another donor source to cover one or more exposed roots. This procedure restores the gum line and helps reverse serious gum disease.

Regeneration

Severe cases of receding gums can destroy the bone that supports the teeth. Regeneration is a surgical procedure that regenerates lost bone and tissue. The first step, as in deep cleaning, is to fold back the gum tissue so that bacteria in the space or pocket can be removed. Next, the dentist or periodontist will apply a regenerative material (i.e., membrane, graft tissue, or tissue-stimulating protein) to stimulate the body to regenerate bone and tissue so that the teeth will be secure. Lastly, the surgeon snugly repositions the gum tissue over the tooth roots and bone.

Overaggressive Brushing and Gum Disease

From the time you were little, you've probably been told to brush your teeth. It's an important habit for children and adults alike. But is it possible to brush your teeth too much or too hard?



Are You Brushing the Right Way?

Who doesn't want a healthy smile and fresh breath? Brushing is a key component to making that happen. Yet, many of us don't brush the right way. While it seems logical that brushing longer or with more force is beneficial for your teeth and gums, the reality is it can cause a condition called toothbrush abrasion. How do you know if you're not brushing the right way? Some of the telltale signs are:



- Teeth become more sensitive as the enamel wears.
- Roots become visible. You can tell because your teeth may be a different color closer to the gum line.
- Teeth appear longer because the gums are wearing away.
- Gaps may appear between teeth as the gums recede.

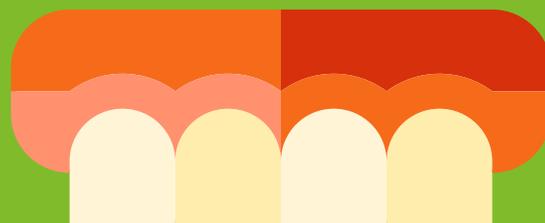


Why Do You Over Brush?

There's no one reason so many of us over-do-it when it comes to brushing our teeth. Some unconsciously take out daily stress by brushing too hard. Others try to make up for lost brushing time by brushing too fast. Regardless of the reason, brushing too aggressively can lead to reduced enamel, receding gums and eventually gum disease. As the teeth become more sensitive and the gums recede, plaque gets into harder to reach places in the mouth. Eventually, the plaque hardens into tartar. This can cause progression into gingivitis, which is a precursor to gum disease. The best approach is regular, gentle brushing that protects both the teeth and gums, and never forget to floss.

How Can You Tell If Gum Disease Is Starting to Set In?

- Gums become red and swollen, which is inflammation and possible infection.
- Gums bleed while brushing and flossing.
- Bad breath (halitosis) becomes consistent.



How To Overcome Bad Breath with Dr. Jack Gruber DDS

Dr. Jack Gruber DDS discusses how to overcome bad breath in under five minutes a day.

[▶ Listen to the audio](#)



The PeriClean® Ultra Soft Toothbrush (www.periclean.com) was compared to a standard soft toothbrush in a medical study that tested how well the Periclean® Ultra Soft Toothbrush removed plaque from teeth and gums. The aim was to give people who over-brush their teeth a safer alternative to standard toothbrushes that can damage gum tissue and tooth enamel. The study revealed that the [PeriClean® Ultra Soft Toothbrush](#) removed plaque just as effectively as the standard toothbrush. The major advantage of the PeriClean® was its extremely gentle cleaning action, which prevented injury to gum and tooth structures.

[The study](#), published in the November 2014 issue of the “New York State Dental Journal”

(pages 28 – 32) further noted that ‘The comparison between a conventional soft toothbrush and the PeriClean® Ultra Soft Toothbrush is significant to the oral health field because it showed us that both are equally effective in their ability to remove plaque from teeth.’ Additionally, the study noted that ‘The PeriClean® Ultra Soft Toothbrush appears to be gentler on the gingiva and may show promise in the future for preventing gingival recession.’

[Click Here To See The Study](#)





Choose the Right Toothbrush

Not all toothbrushes are created equal. When you go to your local drugstore you'll find options in a multitude of styles and price points. It can be downright confusing to figure out which one is the right option for you. First, it's important to know that a hard bristle brush can damage your tooth enamel and the Skin of Your Teeth(R) (gums). Using a soft bristle brush, such as the PeriClean Ultra-Soft Toothbrush, is a much gentler experience for your teeth and gums. Instead of nylon bristles found on nearly every toothbrush, which can irritate the gums, the PeriClean's bristles are constructed from FDA approved, high-tech, BPA-free rubber that is similar to what hygienists use to clean your teeth during dental visits.

Be Gentle on Your Gums

We wouldn't think of scrubbing the most sensitive parts of our skin with a scouring pad, so why scrub the skin of your teeth(R) with a hard bristle brush? The PeriClean Ultra-Soft Toothbrush just makes sense when it comes to treating your gums right. So, brush your teeth smarter, instead of harder. Use a PeriClean toothbrush to clean your teeth as part of an active effort to avoid receding gums.

Make the Change

The first step toward preventing gum disease and gum recession is to switch to a toothbrush that will not damage your gums.

I knew I had to do something after years of seeing my patients needlessly suffer from over-brushing from the use of their standard nylon toothbrush. The sooner in life we start to be gentle and careful with our pearly whites the better. Children hate to brush. Why? Because they don't like the feeling of the nylon bristles on their gums. As good parents, we insist that our little ones do as they are told and brush morning and night.

As they get older, after getting used to the feeling of over-brushing, they feel brushing any other way is not "working" to get the plaque off.

But, I also knew that before I could recommend patients to stop using their nylon toothbrush, there needed to be a viable substitute. This is why I engineered the first healthy alternative – the PeriClean Ultra-Soft Toothbrush.

It is designed to effectively remove plaque with a textured surface, and the soft gel design ensures that the protective enamel of the teeth, as well as the soft tissue of the gums, is not damaged. I want to Do No Harm(R).





In my perio training there were competing professors who argued what is causing periodontal infection. One said that if the bite is off center it causes infection and the other said it is the bacteria. The bacteria were proven to be the

recommending hard-bristled toothbrushes to recommending soft-bristled, due to the rise in gum recession and sensitivity.

Now, Periclean is taking it one step further, by offering an Ultra-Soft cleaner that is safe on gums and teeth, no matter how sensitive they may be.

Questions? Visit www.PeriClean.com

Finally, patients and dental professionals could have access to a simple tool to fight back against gum disease – and a way to maintain healthy teeth and gums without damaging their mouth!

I just want to give a short history of my experience starting in 1967 when I started Dental School. Periodontal treatment was almost unknown. The diagnosis at that time was called Pyorrhea. It is Greek for Pus Flowing. All the teeth were then extracted and “beautiful” full dentures were crafted by the dentist. The dentists called themselves “Hundred Percenters” (one hundred percent of the teeth were extracted). My own family dentist warned me that I should not go into perio as a specialty because it was a big unknown. I love challenges like that.



Watch video

The PeriClean is made from FDA-approved materials, and has effective, long-lasting bristles and an anti-bacterial handle. The PeriClean was designed to minimize the occurrence of brushing too forcefully, and thereby causing damage to the teeth and gums. To put the effectiveness of the PeriClean to the test, an experiment was conducted, in which participants used the PeriClean for two weeks,

culprits. After I graduated from Perio School in 1973, people still did not know what a periodontist was. If someone asked me what I did for a living and I said I am a periodontist, they said “Oh you straighten kids teeth!” Now we all know what a periodontist is but there is still a lot to learn both by us in the profession and the general public. Let us learn together. Over the years, dentists have moved from

after which their teeth were studied to determine the amount of plaque that remained. Following this, the participants used a traditional soft-bristled toothbrush for two weeks, after which the same study was conducted to determine the amount of plaque left over. The experiment concluded that the PeriClean and soft-bristled toothbrushes are equally effective in their ability to remove plaque from teeth.

About the author

Dr. Jack Gruber DDS

Dr. Jack Gruber DDS is a renowned Periodontist whose experience spans over 40 years as a pioneer in Periodontal Medicine. He maintains an active private practice and has treated thousands of patients with all forms of periodontal disease. Dr. Gruber is an accomplished periodontal surgeon and trains dentists on how to excel in their craft.

Dr. Gruber is a leading authority in the epidemic of gum recession and an accomplished instructor, lecturer and researcher who contributes immeasurably to the field of Dentistry.

Dr. Gruber is also the inventor of the PeriClean Ultra Soft

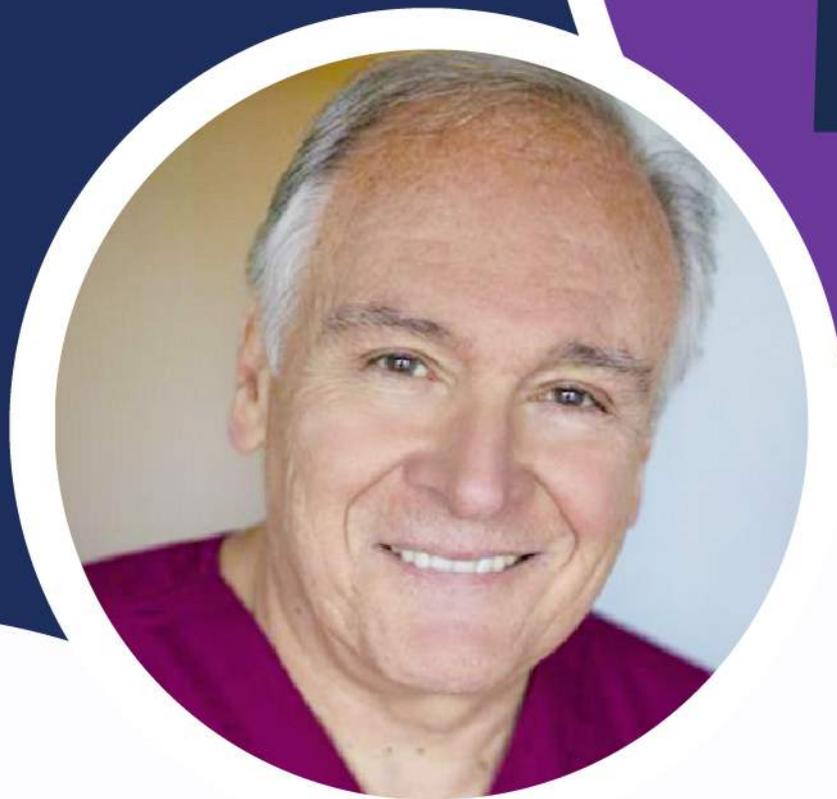
Toothbrush, which he created after an overwhelming number of patients had been coming to him with receding gums primarily due to aggressively over brushing their teeth and gums with a standard nylon toothbrush. Unlike standard nylon toothbrushes which can cause receding gums and wear down tooth enamel – regardless of how soft they are, the PeriClean's patented, high-tech rubber bristles are extremely safe, gentle and will help prevent harm to gum tissue or tooth enamel. The PeriClean is the first complete redesign of the conventional nylon bristled toothbrush in over 77 years.



Dr. Jack Gruber, DDS



***Dr. Gruber's Guide
to Understanding and Reversing
Gum Disease
and Gum Recession***



***How the Traditional Nylon
Toothbrush May Be Causing Your
Gums to Disappear***