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Do It! (1970)

American Dental Association

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Do It!



A clean mouth helps to prevent gum disease and tooth decay!

GUM DISEASE (“pyorrhea”) Red or puffy gums that *bleed* when you brush your teeth are a sign of gum disease. If the disease gets worse, it can attack the bone that supports your teeth. And you can lose many teeth, unless you have a dentist treat this problem right away.

TOOTH DECAY (“rotten” teeth) Tooth decay makes tiny holes in your teeth called “cavities.” When cavities get bigger, they often cause *toothaches*. And they can get so bad that decayed teeth must be taken out. You can lose many teeth from tooth decay, unless you have a dentist check for cavities regularly. Then he can treat them when they are still very small.

How can they hurt you?

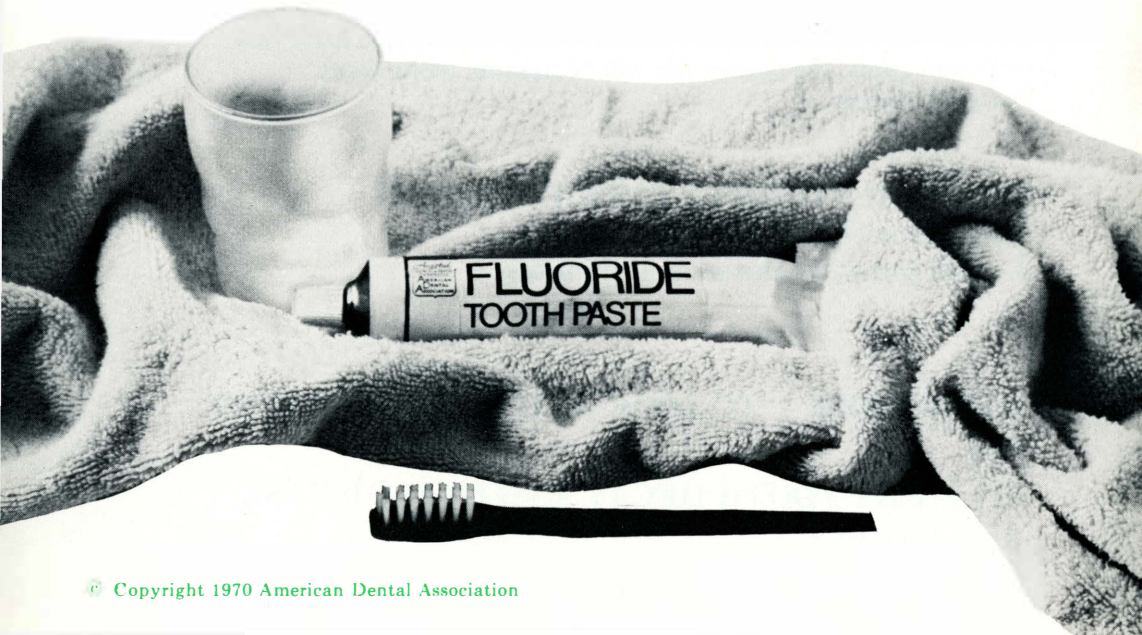
Some ways that gum disease and tooth decay can hurt you—

1. Pain
2. Loss of Teeth
3. Poor Appearance
4. Poor Speech
5. Loss of Time from Work or School
6. Costly Treatment

But you can help to prevent this



Brush your teeth
and gums at least once
every day!



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What's so good
about a clean mouth?

A clean mouth

- ☐ looks good!
- ☐ feels good!
- ☐ smells good!

and...



How to Do It!

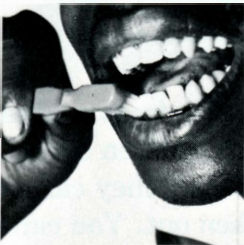
ONE GOOD WAY IS THIS—

Brush the
INSIDE



Brush **DOWN** on your **UPPER** teeth,
starting on your gums.
Brush **UP** on your **LOWER** teeth,
starting on your gums.

Brush the
OUTSIDE



Brush **DOWN** on your **UPPER** teeth,
starting on your gums.
Brush **UP** on your **LOWER** teeth,
starting on your gums.

Brush the
CHEWING
SURFACES



Brush **BACK-AND-FORTH**
on the places
where you chew.

BRUSH THOROUGHLY. Brush the sides and top of every tooth
and your gums too.

MUST YOU USE TOOTHPASTE? No. You can use salt, baking
soda, or tooth powder in place of toothpaste.
But toothpastes with *fluoride* are best. Fluoride helps to protect
your teeth from cavities.



Some fluoride toothpastes have been *proved* to help prevent cavities.
These toothpastes show the seal of the American Dental Association
on their box or tube.

WILL A MOUTHWASH TAKE THE PLACE OF BRUSHING?
No. It does not clean your teeth. It only hides bad smells for a while.

When to Do It!

BRUSH YOUR TEETH AND GUMS AT LEAST ONCE EVERY DAY.

A good time to brush is before bed or after your last meal each day. Then you can brush away food and germs that have built up all day.

If you can, brush your teeth *more* than once a day. Right after every meal or snack is the best time to brush. The cleaner you keep your teeth and gums, the harder you will be fighting tooth decay and gum disease.

HOW LONG DOES IT TAKE TO BRUSH?

Brush in each place 8 or 9 times.

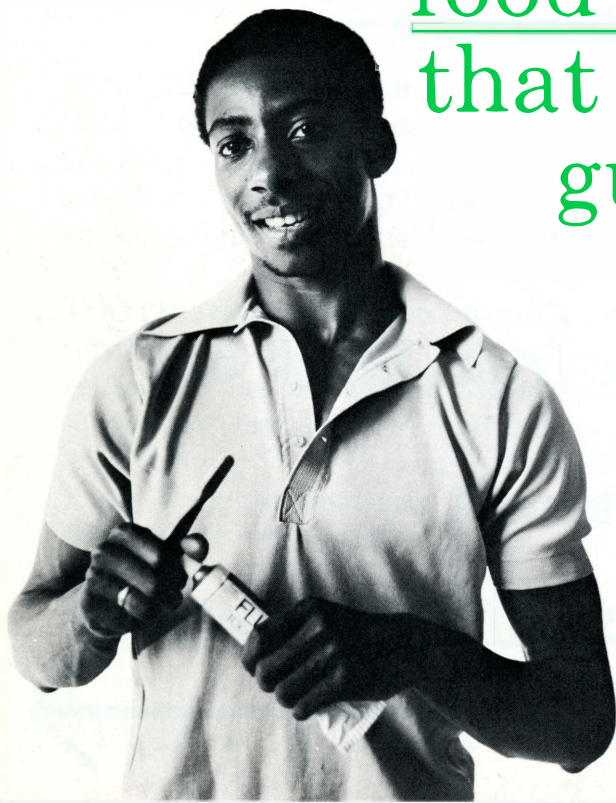
A good job will take several minutes.

REMEMBER... TO LOOK AND FEEL YOUR BEST
and
TO FIGHT TOOTH DECAY AND GUM DISEASE...
Take time to

Do It! Brush your teeth and gums at least once every day!



Every day
you can brush away
food and germs
that help cause
gum disease
and tooth
decay!



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