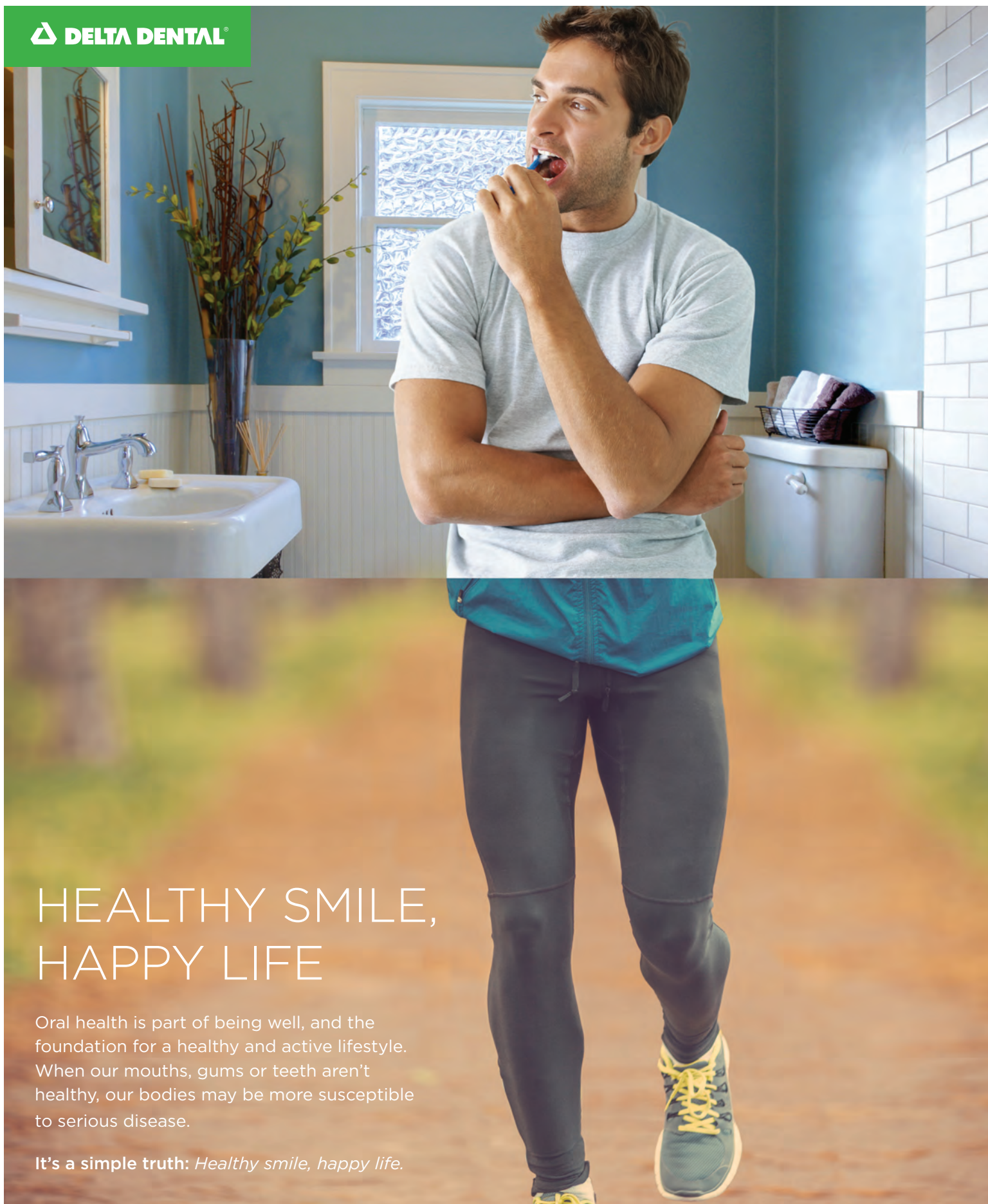


Flyers




HEALTHY SMILE, HAPPY LIFE

Oral health is part of being well, and the foundation for a healthy and active lifestyle. When our mouths, gums or teeth aren't healthy, our bodies may be more susceptible to serious disease.

It's a simple truth: *Healthy smile, happy life.*

oralhealth.deltadental.com



It's easy to smile when you feel good. LifeSmile is a wellness program that's part of your Delta Dental benefits provided by your employer. It's easier to maintain good oral health habits when you have some support. LifeSmile has the answers to your dental questions and can help keep you smiling for a lifetime.

Is Your Oral Health Putting Your Overall Health at Risk?

- About 40 percent of American adults experience a form of moderate to severe periodontal (gum) disease.
- Gum disease is caused by bacteria that form plaque on your teeth.
- Left untreated, these bacteria can severely infect the gums and lead to tooth loss.
- And, researchers have associated gum disease with many different health problems, including diabetes, heart disease, stroke and more.

How To Help Prevent Gum Disease

- Brush your teeth gently for two minutes twice a day with a soft-bristled brush.
- Make sure you brush not only your teeth, but along and just below your gum line.
- Floss at least once daily to clean between your teeth.
- If you smoke, find a program to help you quit for good.
- See your dentist regularly for checkups and preventive care.

Healthy Smile, Happy Life: Keeping your smile healthy is an important step in keeping your body healthy. For tips, tools and resources to help you improve and maintain your oral wellness and overall health throughout the year, make sure to bookmark oralhealth.deltadental.com.

SCARED CHILD? SHOW THEM SOME SMILES!

It's very important to take your child to the dentist regularly. But going to the dentist can be scary for young children. In fact, as many as one in five children exhibit anxiety about visiting the dentist. The secret is to help them understand what to expect, and to help them understand why it's so important to get good care from their dentist.





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Prepare Your Child For a Positive Visit to the Dentist

- Find a dentist you trust, with an office you are comfortable in, and who will answer all of your questions.
- Tell the dentist ahead of time if your child may be anxious and ask what steps the office takes to lessen children's anxiety.
- Find out the office policy on parents in the treatment room.
- Ask if they show movies or offer headphones for music or if they let you bring your own with your child's favorite songs.
- Set a good example for taking care of your teeth and help your child with theirs.

Relax, Reinforce, And Distract From Dental Anxiety

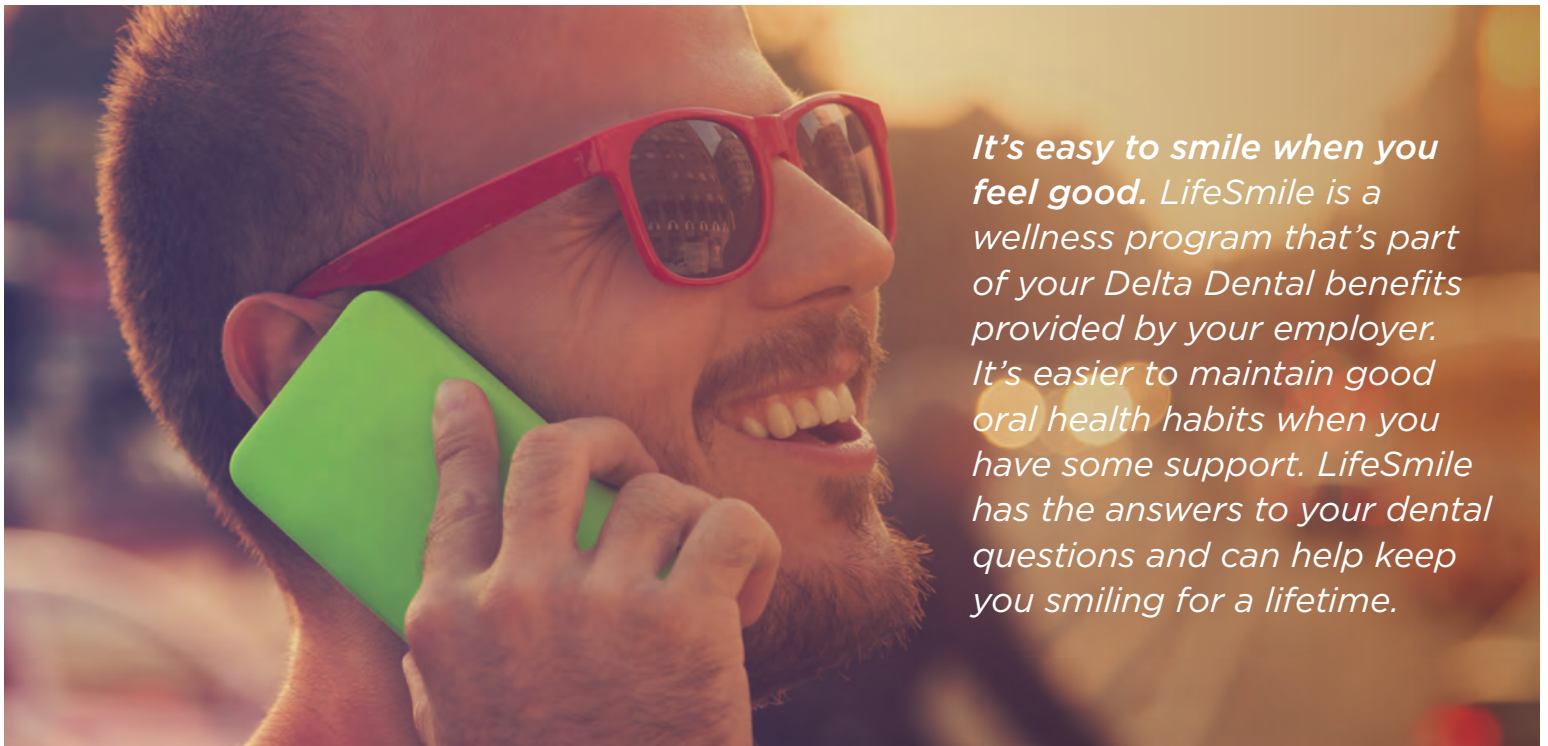
- Help them find some calm by being calm yourself. Children take cues from their parents on what to expect.
- Play act a dental visit beforehand with props like stuffed animals, toothbrushes, floss, flashlights and any other fun things you have.
- Talk about teeth and how important healthy teeth are and how the dentist will help keep them healthy and strong.
- Watch a show or read a book about going to the dentist. There are many fun cartoons and children's books available.

LifeSmile from Delta Dental can help you prevent disease and keep you and your child on the path toward a healthier, happier life. Take advantage of numerous free resources for improving your oral health at oralhealth.deltadental.com.

HEALTHY GUMS FOR HEALTHY SMILES

Gum disease is a chronic bacterial infection that affects gums and bone supporting the teeth. Major risk factors for gum disease are poor dental hygiene and smoking. Diabetes, unhealthy diet and stress can also increase your chance of developing gum disease.





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What You Need to Know About Gum Disease:

- In early gum disease, called gingivitis, your gums may be red, swollen and bleeding. At this stage, the condition is still usually reversible when treated with daily brushing and flossing, as well as regular dental cleanings.
- In later-stage disease, called periodontitis, your gums may be seriously damaged and begin to pull away from the teeth. You may also lose supporting bone. This stage of the disease may require surgical treatment and is not reversible.
- The first line of defense against gum disease is good oral care. Brush twice a day with fluoride toothpaste, paying special attention to the gum line, and floss once a day.
- Also important: Avoid smoking.
- Finally, see your dentist regularly to have your teeth cleaned and checked.

When Your Gums Recede

Periodontal disease is by far the most serious cause of gum recession. If gum recession leaves the roots of your teeth exposed, your teeth may become more sensitive to hot, cold, sweet or sour foods and drinks. Your dentist may recommend using a soft toothbrush, special toothpaste, or a fluoride rinse. Here are some smart ways to help minimize the effects of periodontal disease:

- Brush your teeth gently, at least twice a day, with special attention to the gum line. Use a fluoride toothpaste.
- Replace your toothbrush every three or four months or sooner if the bristles begin to fray.
- Floss at least once a day. Your teeth aren't truly clean until they're brushed and flossed.
- Visit the dentist routinely for a check-up and professional cleaning.
- Your dentist will check for gum disease and, if you do have it, will recommend a treatment plan to follow at home.
- Eat a nutritious diet, avoid sugary drinks and snacks, and snack wisely.
- Avoid smoking and all tobacco products.

Healthy Smile, Happy Life: Help prevent disease and stay on the path toward a healthier, happier life with LifeSmile from Delta Dental. Take advantage of numerous free resources for improving your oral health at oralhealth.deltadental.com.

Postcards



Healthy Smiles All Year Long



Smart Oral Health Tips

Oral health is a foundation for overall wellness, so regular visits to the dentist for checkups and preventive care are fundamental to making your smile last and preventing tooth decay and gum disease.

See Your Dentist Right Away If

- Gums bleed often or appear red or swollen
- Teeth are loose or separating
- Mouth or jaw pain persists
- You have problems swallowing or chewing

Healthy Smile, Happy Life

Make sure to schedule regular dental exams, and in between visits, take advantage of numerous free resources for improving your oral health from Delta Dental at oralhealth.deltadental.com.





You Don't
Need Sugar
to be Sweet



Quick Tips for Sugar-Smart Snacking

Sugary sweets may taste good, but they also cause cavities. By avoiding sugar, and by brushing and flossing right after meals and snacks, you can help prevent cavities from ever starting in the first place.

Quick Tips for Sugar-Smart Snacking

- Choose healthy treats like nuts, raw vegetables or even low-fat yogurt.
- Fruit is naturally sweet and contains vitamins that support a strong body and teeth.
- Chew sugar-free gum after snacks to reduce the acids that cause cavities.

Healthy Smile, Happy Life

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Poster



Healthy Smile, Happy Life.

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Is Your Overall Health at Risk?

- Almost 40% of American adults will experience moderate to severe periodontal (gum) disease.*
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- Gum disease has been associated with diabetes, heart disease, stroke and other health problems.

Keeping your smile healthy is an important step in keeping your body healthy. For tips, tools and resources to help you improve and maintain your oral wellness and overall health throughout the year, make sure to bookmark oralhealth.deltadental.com.

* Source: CDC Morbidity and Mortality Weekly Report Supplements - November 22, 2013 / 62(03);129-135 Periodontitis Among Adults Aged ≥30 Years — United States, 2009–2010)