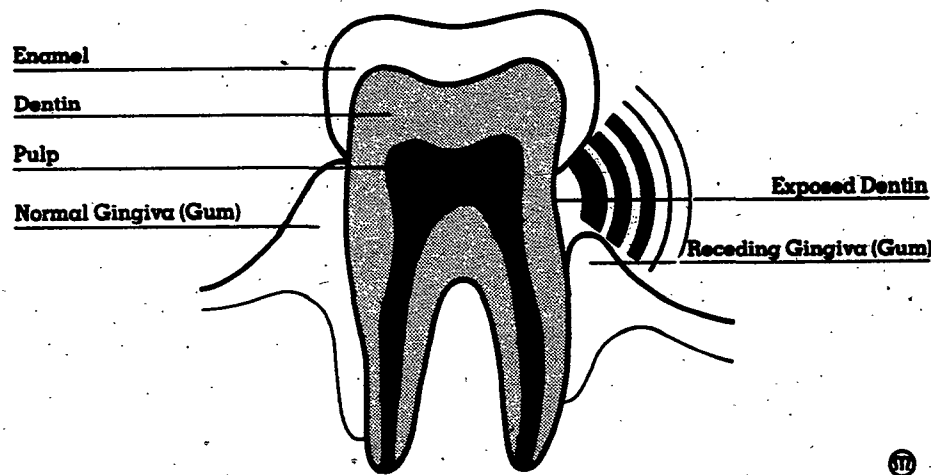


# What your dentist and oral hygienist can teach you about making teeth less sensitive



**DENTINAL HYPERSENSITIVITY (SENSITIVE TEETH)** occurs when the root surface of a tooth (exposed dentin in diagram) comes into direct contact with hot, cold, sweet or sour stimuli or even the bristles of a toothbrush. As you grow older, gums may naturally recede and nearly one out of four adults has experienced sensitive teeth at some time. Your dentist may treat this condition in his office and may also recommend Denquel<sup>®</sup>, the new sensitive teeth toothpaste, for regular home use.

Did you know that you are probably brushing your teeth incorrectly? It's true. Many people, you see, have never learned the proper way to brush... and floss.

An accepted brushing technique is to position the brush at a 45° angle to the junction of the tooth and tissue for both the upper and lower jaw. With the brush at this angle, each tooth should be thoroughly brushed with a rapid, circular motion.

The brush of choice? A soft-bristled nylon one. The once-popular hard-bristle toothbrush method is no longer considered desirable since brushing too vigorously can cause gum recession and dentin abrasion, which can result

in hypersensitivity to heat or cold, sweet or sour or even the bristles of a toothbrush.

According to Marvin Schissel, D.D.S., author of the book *Dentistry And Its Victims* from St. Martin's Press, a majority of people aren't concentrating their brushing efforts where it will do the most good.

For example, most food residues tend to collect in the gingival margin... the place where the teeth come out of the gums. Other hot spots for plaque accumulation? The biting surfaces of the back teeth and in the tight spaces between the teeth.

"These areas," Dr. Schissel maintains, "are the very locations where plaque, and

then decay most commonly form; they should be given most careful attention during brushing."

Brushing should occur, if possible, after every meal. If not, you should thoroughly rinse your mouth, teeth, gums and tongue with plain water after mealing or munching. You should wait until after breakfast, for example, to brush.

If you brush twice a day, at least one of those brushings must be not only a brushing, but a thorough cleansing, as well. Here's how: Take at least three full minutes to brush with a soft bristle toothbrush, as just explained, using a toothpaste your dentist recommends.

If you experience sensitive teeth... and over 40 million people do, you, like all the others, are probably looking for effective relief. And relief is here. A new toothpaste, Denquel, from Richardson-Vicks, Inc. has been formulated for the relief of hypersensitive teeth.

Clinical tests demonstrate that with continued use, Denquel builds protection and, on the average, reduces by almost 90 percent the pain of thermal hypersensitivity as often experienced when exposed to heat and cold such as drinking coffee or eating ice cream.

## For the older American, mobility means independence

America is a society growing older. The number of middle aged and elderly Americans increases at a rate more rapid than the rest of the population.

Today, life expectancy of the average person in the United States is 73 years. What was once a very much youth-oriented culture is changing to meet the needs and desires of America's seniors.

Virtually every community has a program for their older citizens. There are special housing developments planned strictly for their convenience and pleasure.

For many corporations the mandatory retirement age of 65 is no more; older employees are appreciated for their experience and maturity. Nor is it unusual for retirees to embark upon new careers.

Yet, regardless of changing attitudes, there's no denying that the risk of disease increases dramatically with each passing year. In order to take advantage of this new world emerging for the older American, good health is a crucial factor. It means freedom to enjoy. And, synonymous with freedom is mobility.

While the foot is rarely the total problem of an elderly person, it is a link with one's total health. It's the old story of the foot bone connected to the ankle bone and the ankle bone being connected to the shin bone, and so on.

Many seniors have a team of health care specialists. The one general physician relied upon in younger years has been replaced by several medical practitioners. For the complete evaluation, the older American would serve his medical interests well to include a podiatrist on his team.

During the aging process, the body undergoes many changes which may effect a senior's mobility. Factors contributing to these alterations include arthritis, gout, vascular disease and the wear and tear the body has withstood through many decades of use.

The practice of podogeriatrics is that branch of podiatry which is best equipped to help the older person overcome these natural changes that occur.

An integral part of podogeriatrics is biomechanics, the science which relates human motion to body structure. Many older persons exhibit significant biomechanical difficulties which impede their ability to walk without pain.

Podiatrists have discovered that the use of prescription orthotic devices can aid the senior citizen in maintaining his mobility and, therefore, his independence.

In particular, Geriflex<sup>™</sup>, an orthotic device made specifically for the older podiatric patient, can eliminate much of the foot discomfort that comes with old age. It is especially flexible and is custom made for each patient.

The Langer Biomechanics Group, the world's foremost laboratory engaged in the manufacture of custom podiatric devices, publishes a selection of free brochures which describe the importance of proper foot care, treatment and the mechanics of orthotics.

These brochures and a listing of qualified podiatrists can be obtained by writing to: The Langer Biomechanics Group, Inc., Dept. M, 21 East Industry Court, Deer Park, NY 11729.

With proper foot and general medical care, growing older needn't mean growing slower. After all, no one ever set an age limit on vitality.

With regular use, people suffering from sensitive teeth should continue to experience relief at this high level. And Denquel is the only toothpaste for sensitive teeth to be recognized effective by the American Dental Association.

But what causes normal teeth to become hypersensitive? As we grow older, gums may tend to recede, exposing the more delicate tooth surface underneath. Poor personal oral hygiene or too much brushing can also cause this condition.

If you are among the one of four Americans over 25 that have experienced this problem, you may also need another source of sensitivity training: your dentist and dental hygienist.

These two health professionals are the people who can help you to discover how to turn your less than bright smile into a mouth full of gorgeous teeth.

They are also the ones who are the first to discover major and minor problems such as diseases of the mouth, gums, teeth and tongue.

So, learn to talk openly and freely to your dentist and dental hygienist. Ask the impor-

tant questions. Learn from them the proper way to brush your teeth, gums and tongue. Ask them to look especially for any problems that might be in the budding stages.

You may be surprised to

learn that all of the brushing that you are doing is not helping as much as it should because you aren't doing as much as you can. Flossing is also very important, so learn how to do it correctly.

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