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## Helping you smile during pregnancy



**If you're pregnant or planning to conceive, there's every reason to smile.**

Taking care of your health and wellbeing is crucial during your pregnancy; however a recent Oral-B® survey, hosted on the National Childbirth Trust website\*, revealed that 49% of the women surveyed had no idea why daily oral care is so important during pregnancy.

In fact, 61% of them rated brushing their teeth properly as one of the least important factors of their pregnancy wellbeing. Despite this, 38% of the women surveyed reported that their gums bled while they were pregnant, but one in three didn't know why.

### Preventing gum disease

During pregnancy your blood flow increases by 30-50%, which explains those radiant rosy cheeks but also explains the increased blood flow to your gums that can cause gum disease.

The increased levels of oestrogen and progesterone in your body can also cause gum sensitivity. During pregnancy if a women suffers from both gum disease and gum sensitivity this is a condition known as pregnancy gingivitis.



In the UK, 50% of pregnant women suffer from pregnancy gingivitis, which left untreated this could effect mother and baby.

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### The protect in pregnancy campaign

To highlight the importance of good oral care during pregnancy, Oral-B® is working with Gabby Logan and a number of experts in the field of oral care, pregnancy and nutrition and has launched a Protect in Pregnancy campaign.

This campaign focuses on good oral health throughout pregnancy, highlighting the importance of all the different aspects of health and wellbeing during pregnancy - from nutrition to relaxation.

Mother of twins and celebrity Gabby Logan, is helping to raise awareness of the campaign, having experienced oral health problems throughout her pregnancy. She feels that it is important to make women aware of this issue

: "I noticed that when I brushed too hard my gums started to recede and bleed, which really wasn't a look I wanted to be sporting, so I had to quickly learn to brush more effectively."



**If you would like to receive more information about all the different aspects of well-being during pregnancy, please download the Oral-B® Protect in Pregnancy**

**Special offers**



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**Testimonials**

*"I'd just like to say I am really pleased I found babyworld over 2 yrs ago now when I was expecting baby no 5."*  
**Sandra**

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guide from [www.nct.co.uk](http://www.nct.co.uk).

**Oral-B®'s official UK dentist Dr Surinder Hundle Top Tips for Good Oral Health throughout pregnancy:**



- Make an appointment**  
When you have decided to start trying for a baby book a dental appointment so that any necessary dental work, i.e. x-rays, can take place pre-conception. If you're already pregnant, schedule a routine appointment for the second trimester.
- A wise investment**  
It is more important than ever to brush and floss your teeth effectively during your pregnancy. Invest in a good toothbrush, such as the Oral-B® Pulsar™ manual toothbrush (available from all major supermarkets and high street chemists, priced £6).  
  
The Oral-B® Pulsar™ has pivoting and pulsing micro-bristles, its split brush head adjusts to the contours of your teeth moderating pressure on your gum, preventing damage
- Rinse aid**  
Pregnancy sickness is common and the acid can be very damaging to the surface of your teeth. If you experience pregnancy sickness make sure you rinse your teeth with mouthwash.
- Bag ladies**  
To deal with the negative effects that sugary cravings and pregnancy sickness can have on your oral health, pop a toothbrush and a travel size mouth wash into your handbag.



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