CLINICAL EVALUATION

Colgate® PerioGard℠ & PerioGard® Gum Expert Toothbrush

Colgate-Palmolive colgateprofessional.com

++++½

dentaladvisor.com

RATING SYSTEM: Excellent +++++ Very Good ++++ Good +++

DENTAL ADVISOR ++++½

153 PATIENT EXPERIENCE EVALUATORS

92% CLINICAL RATING

Category: Hygiene | Preventive

Description

Colgate® PerioGard℠ is a daily toothpaste that fights bacteria that can cause early gum disease. This specialized formula reduces gum bleeding and inflammation, and provides long-lasting gum protection against plaque bacteria with continued use. ***PerioGard® Gum Expert Toothbrush*** is designed for adults with common gum issues like inflammation and bleeding caused by gingivitis. This extra soft toothbrush features over 6,000 ultra-soft, tapered bristles that gently remove plaque and is soft on gums when brushing.

Key Features

Colgate® PerioGard℠ Toothpaste

Specialized Formula: Features stannous fluoride stabilized with zinc phosphate

Reduces Bleeding and Inflammation: Clinically proven to help reduce inflammation and bleeding gums due to gingivitis

Cavity Prevention: Delivers long-lasting antibacterial action while also protecting against cavities.

Colgate® PerioGard® Gum Expert Toothbrush

Ultra-Soft, Tapered Bristles: 6000+ high density, ultra soft bristles for enhanced* cleaning power and is gentle on gums

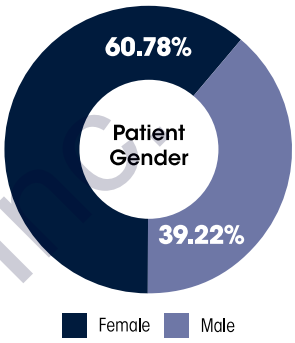
Deeper Gumline Reach: 6x deeper reach along the gumline**

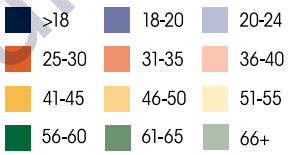
Ergonomic Handle: Built for a comfortable grip and excellent control.

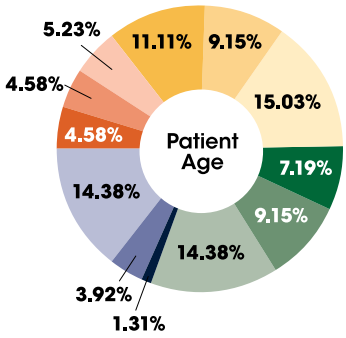
**vs. an ordinary flat trim toothbrush*

***vs. an ordinary flat trim toothbrush, in a lab test*

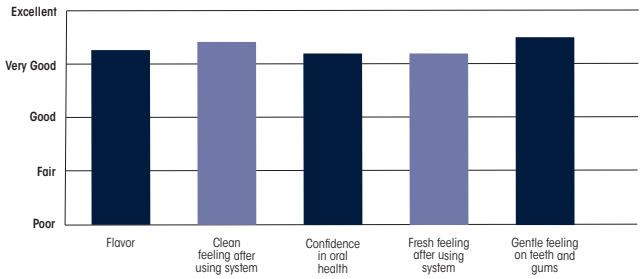








Evaluation Summary:



If Recommended by Your Dentist:

85% of patients would brush twice a day with this toothpaste and toothbrush

83% of patients would buy the system if recommended by their dentist

DENTAL ADVISOR Patient Evaluation: Answers to the statement: I would buy/use this toothpaste/toothbrush if recommended by my dentist.

"MY MOUTH FEELS SO CLEAN!"

Participant Comments

"I generally use more natural toothpaste, but I am considering switching to this. I really like the toothbrush."

"Absolutely the best toothpaste and toothbrush I've ever used."

"I enjoyed using the system. The [toothbrush] bristles are very soft but my mouth felt very clean after brushing."

"I loved how gentle it was on my gums. I just wish the flavor was stronger."

Colgate® PerioGardSF & PerioGard® Gum Expert Toothbrush are available in Canada. Results based on a 2-week consumer survey of 153 US participants; study was unblinded.

IMPORTANT SAFETY INFORMATION: Contraindicated in pediatric patients under age of 6 unless recommended by a dentist or physician. Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain. See Package Insert for additional safety information.

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