

SMILES FOR HEALTH

TOPIC: Gum Care

<u>VIDEO</u>	<u>AUDIO</u>
Animated open Funder logo: United Concordia	***Voice Over*** Because good dental health benefits more than just a great smile.
Segment topic: "Gum Care" Segment sub-topic: "Healthy Gums, Healthy Teeth" 7 sec	"Smiles for Health" is brought to you by United Concordia
5sec	***Speaker - Daniel Fishel , DMD*** 01:19:29:09 – 01:19:34:24 Gums are important because they protect the underlying bone from bacterial insult.
4sec	01:19:35:04 – 01:19:39:12 They also protect the roots of the teeth from the bacteria that can cause gum disease."
17sec.	01:19:41:15 – 01:19:45:25 Gum disease is inflammation of the gum tissue around the tooth.
3sec.	01:25:37:28 – 01:25:43:05 About 10% of the population has a pretty significant amount of gum disease
15sec	01:20:39:23 – 01:20:54:27 There's an increased incidence of other systemic problems such as heart problems, exacerbation of diabetes, increased incidence of pre-term low weight babies with periodontal disease or gum disease.
Animated close	01:22:54:09 – 01:22:57:16 Treating it is largely preventative.
Funder logo: United Concordia 7 sec	01:21:58:26 – 01:21:59:01 Flossing is probably the number one thing you can do to keep your gums healthy.
	***Voice Over*** Because good dental health benefits more than just a great smile.
	"Smiles for Health" is brought to you by United Concordia.