



Getting Pregnant    Pregnancy    0-12 Months    12-36 Months



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**Oral-B**  
 Helping you smile during pregnancy



- Bite Sized Oral Health Facts:**
- During pregnancy, your blood flow increases 30-50%, increasing your susceptibility to gum disease.
  - **50%** of women suffer from gum disease and gum sensitivity during their pregnancy.
  - Having an effective oral health regime during your pregnancy will make a significant difference to your wellbeing and health.

**Are you pregnant or planning to conceive?**

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.

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 could effect mother and baby.

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

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Get expert tips from celebrity dentist; [Surinder Hundle](#), nutritionist; [Fiona Hunter](#) & antenatal expert; [Jo Sweeney](#). Plus, learn from [Gabby Logan](#) on relaxation during your pregnancy. [Download Now >>](#)



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

**Make an appointment**

When you've 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.

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."



For optimum oral health during pregnancy, brush with the Oral-B® Pulsar™ manual toothbrush which removes significantly more plaque than a regular toothbrush. The Pulsar™ adjusts to the contours of your gums, moderating the pressure and minimising gum disease. The Pulsar™ is small enough to fit into your handbag for expert oral health on the move.

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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