

How to Floss *Crest*

WHY SHOULD I FLOSS?

Flossing removes plaque—a sticky, germ-containing substance that builds up on your teeth and gums to cause gum disease—as well as debris that can adhere to teeth and gums and in between teeth. Floss is the single most important weapon against plaque. By flossing your teeth daily, you increase the chances of keeping your teeth for a lifetime. By stimulating your gums with flossing, you can decrease your chances of developing gum problems.

HOW TO FLOSS

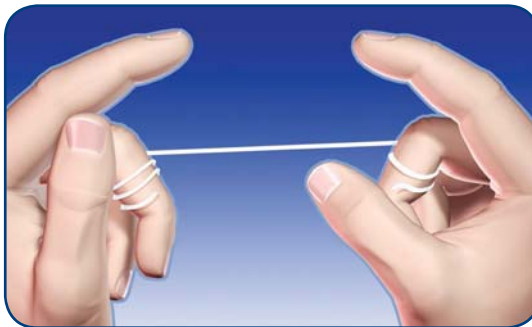
1. Wrap the ends of an 18" to 24" section of floss around your middle fingers.
2. Hold the floss between your thumbs and forefingers. Leave about 1" of floss between your hands.
3. Gently work the floss between your teeth. When you reach the gumline, curve into a "C" shape around the tooth, making sure to go below the gumline.
4. Gently glide the floss up and down several times between each tooth, including your back teeth. Apply pressure against the tooth while flossing. Unwind new floss as needed.

Your gums may bleed for the first week until the plaque layer is broken up, bacteria are removed, and your gums heal.

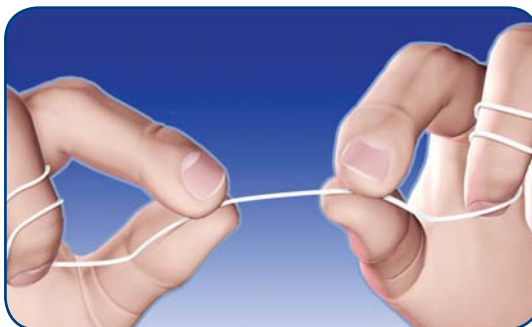
Ask your dental professional how this Crest product can help you:

- Glide® Floss

1.



2.



3.



4.

