

# Plaque and Tartar Control

## PATIENTS OFTEN CONFUSE PLAQUE AND TARTAR AND HOW THEY ARE RELATED TO EACH OTHER

**Plaque** is a sticky, colorless deposit of bacteria that is constantly forming on the tooth surface. Saliva, food, and fluids combine to produce these deposits that collect on teeth and where teeth and gums meet.

The buildup of plaque can trap stains on the teeth, and it is also the primary factor in periodontal (gum) disease. Fighting plaque is a life-long part of good oral care.

**Plaque** begins forming on teeth 4 to 12 hours after brushing, which is why it is so important to brush at least twice a day and floss daily.

**Tartar**, also called **calculus**, is a crusty deposit that can trap stains on the teeth and cause discoloration. It creates a strong bond that can only be removed by a dental professional. Tartar formation may also make it more difficult to remove new plaque and bacteria.

Individuals vary greatly in their susceptibility to plaque and tartar. For many of us, these deposits build up faster as we age.

The photographs below show the degrees of **tartar** (or **calculus**) formation.



Slight



Moderate

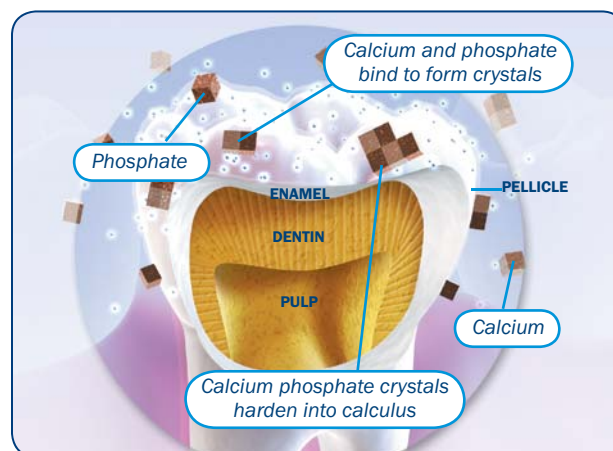


Heavy

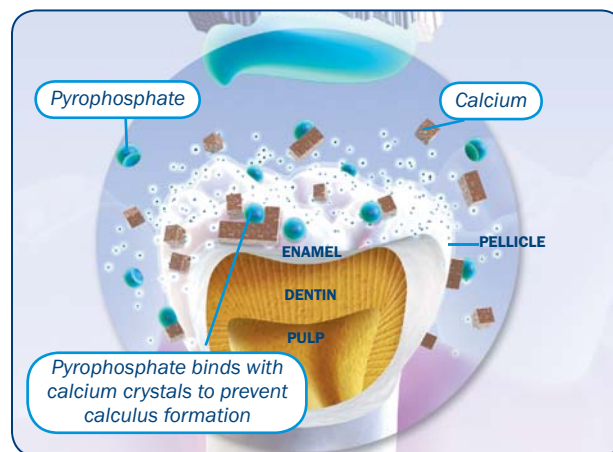
## UNDERSTANDING CALCULUS

Calcium and phosphate bind to form crystals on the teeth. These calcium phosphate crystals eventually harden within plaque, forming calculus. Certain types of chemicals called pyrophosphates help to decrease calculus buildup by stopping the growth of crystals on the tooth surface and preventing new crystals from forming.

## CALCULUS FORMULATION



## CALCULUS INHIBITION



## YOU CAN HELP PREVENT THE BUILDUP OF TARTAR BY:

- Having your teeth cleaned professionally every 6 months, or more frequently as recommended by your dentist or hygienist
- Brushing with a toothpaste that contains pyrophosphate, such as Crest® Tartar Protection, which adheres to the tooth surface and inhibits the formation or growth of calculus crystals



- Brushing with Crest® Dual Action Whitening, which contains sodium hexametaphosphate, a pyrophosphate specially formulated to not only inhibit calculus, but also loosen and break the bonds of extrinsic stains for powerful whitening and form a long-lasting protective barrier to prevent future



These Crest formulations can reduce calculus formation and also make it easier for your dentist or hygienist to remove formed calculus during your professional cleaning.

*Be sure to follow the special home care instructions and use the product samples provided by your dental professional.*

Daily brushing with Crest Tartar Protection and Crest Dual Action Whitening, as well as regular flossing and professional cleanings, will help prevent cavities and preserve your oral health.

Ask your dental professional how these Crest products can help you:

- Crest Tartar Protection
- Crest Dual Action Whitening