

The
care
of
your
teeth

*Issued in the Interests
of Dental Hygiene*

by

PARKE, DAVIS & COMPANY

*the manufacturers
of Euthymol Toothpaste*

FOREWORD

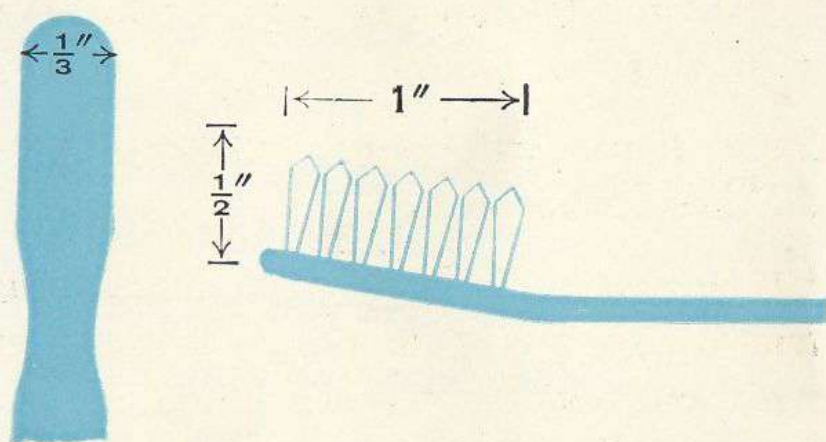
A considerable amount of tooth decay *and* gum disease can be prevented if you are prepared to carry out the sensible and simple precautions described in this booklet.

Caries (decay) is caused by bacteria (germs) living and feeding upon the tiny fragments of food which remain lodged between your teeth and around your gums after each meal. By following the instructions contained in these pages you will reduce this unwanted and undesirable debris to a minimum. In this way your regular twice-yearly visit to the dentist—*so essential if you are to maintain your teeth in a healthy condition*—will become a matter for congratulation rather than regret.

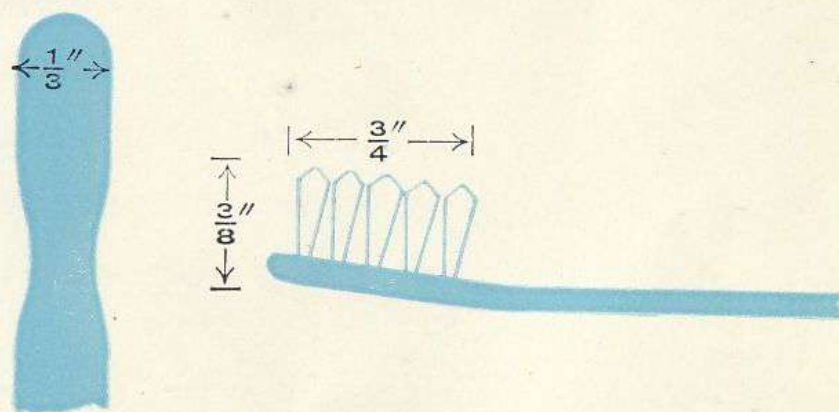
Some of us, owing to the shape of our mouths, the spacing between our teeth and certain other hereditary characteristics, have teeth which decay very slowly. Others are not so fortunate. But no matter to which group you belong, you may be quite certain that by taking this advice you will help to prolong the life of your teeth.

THE BRUSH

ADULTS should use a brush with a head about an inch long and just over a third of an inch wide. In most cases the material of which the tufts are made, i.e., bristle or nylon, is a matter of personal preference, but if you are in doubt, ask your dentist. He may also wish to advise you whether your brush should be soft, medium or hard.



CHILDREN up to the age of ten years should use a brush with a head about three-quarters of an inch long and about a third of an inch wide. Children's brushes may be made of nylon or bristle, depending upon personal preference—*they should never be hard.*



THE TOOTHPASTE

The most desirable properties in a toothpaste are the following :

- 1 It *must* cleanse.
- 2 It *should* have a refreshing taste.
- 3 It *should* be deodorant.
- 4 It *should* be antiseptic.
- 5 Above all it must be NON-ABRASIVE (that is to say it must *polish* your teeth, not wear them away).

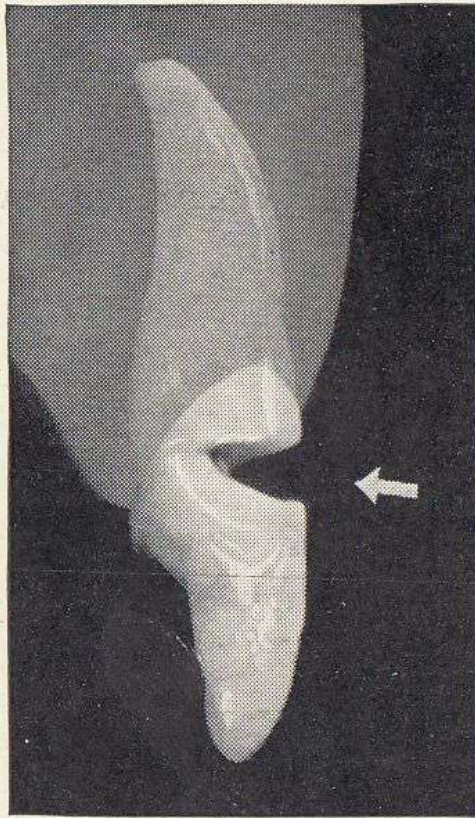
Your dentist will confirm that EUTHYMOL possesses *all* these properties.

EUTHYMOL Toothpaste contains sufficient harmless frictional material to polish teeth carefully, together with selected essential oils which provide the penetrating qualities of a liquid dentifrice and leave the mouth refreshed and wholesome. Every ingredient is tested for purity and quality and each batch made is further tested to ensure a definite and effective antiseptic power.



BRUSHING YOUR TEETH

The way in which you brush your teeth and your gums is the most important step of all. Many people saw to and fro in a nonchalant manner as if cleaning a pair of shoes, little realising that, so far as removing food particles is concerned, it is of little value. In addition there is the danger of literally wearing away the teeth through improper brushing, not to mention the harm that can be caused to the gums.



This photograph shows a tooth which was actually worn away by improper brushing. Admittedly this is an extreme case, but a lot of damage not visible to the naked eye is caused by faulty brush movements.

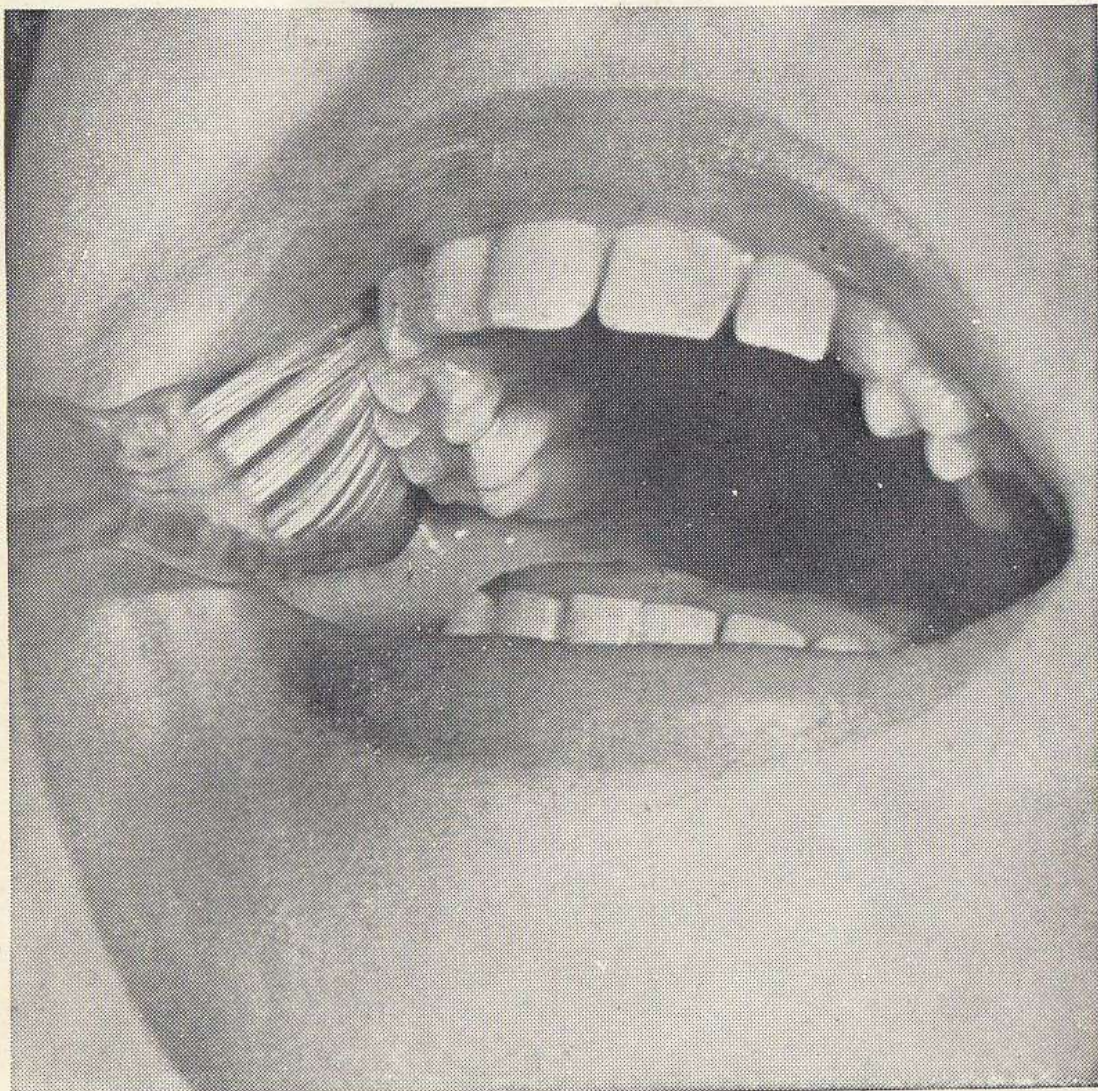
THE RIGHT WAY

Principles

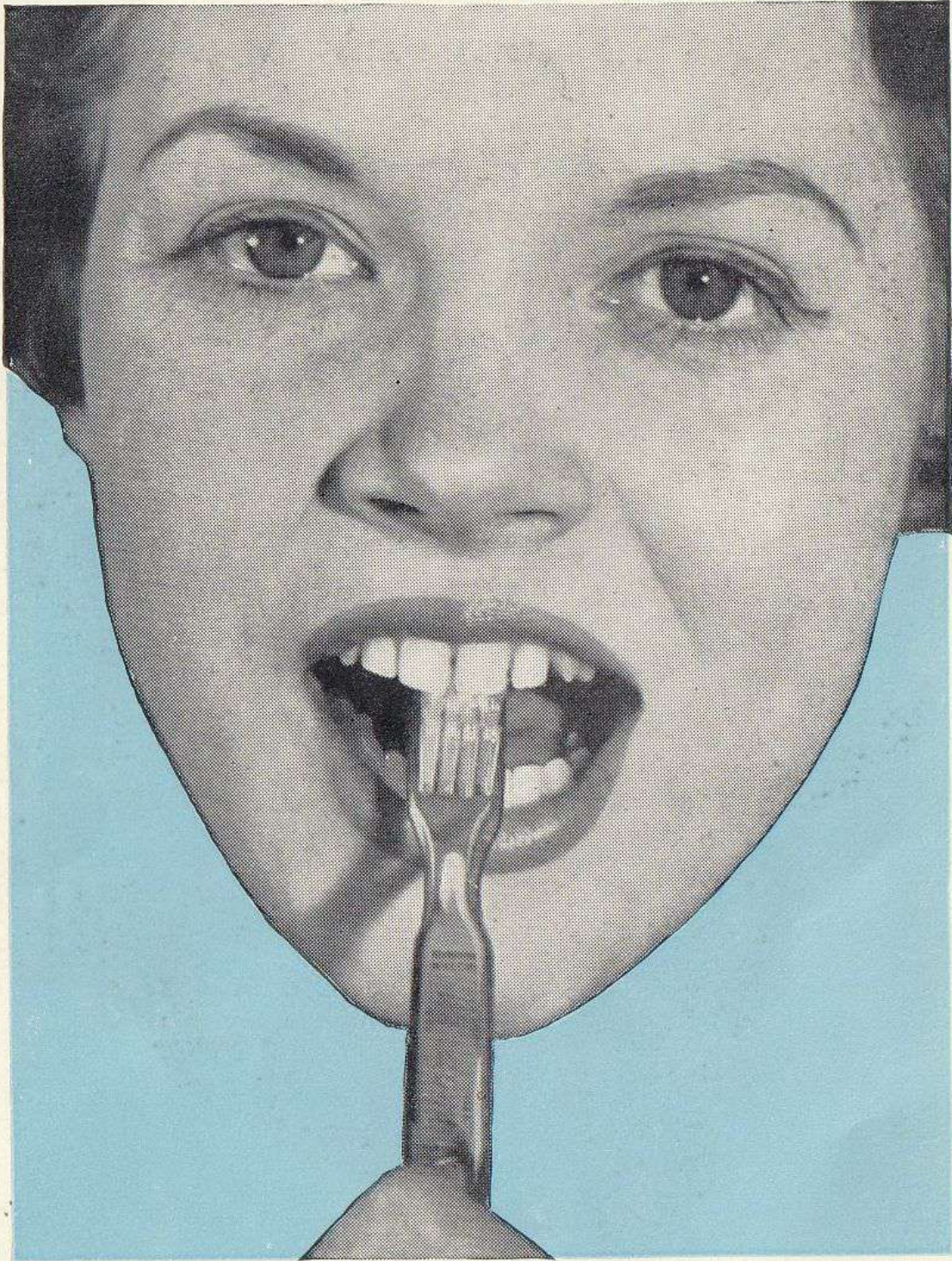
- (a) Try to clean each tooth separately, brushing from the gum towards the tip of the tooth.
- (b) Repeat each brush stroke six times.

Method

1 Beginning at one side of the mouth, clean the front of all the upper teeth, then repeat for all the lower teeth.



2 Now go back to the tooth with which you started and clean the back of all the upper teeth. When brushing the back of the front teeth, hold your brush handle downwards, as in the illustration.



3 Then repeat in the same manner for the lower teeth. When brushing the back of the lower front teeth, hold your brush handle upwards.



4 Finally, brush the biting surfaces by to-and-fro scrubbing.



When brushing the back teeth, it is often helpful to hold the cheek away from the gum with the little finger of the other hand.

Clean your teeth last thing at night and first thing in the morning. If convenient try to clean them after every meal too. Finish off by swishing the EUTHYMOL foam between the teeth, round them and over them using the tongue and cheeks. Let it penetrate to every crevice and corner. Your mouth will feel cleaner, sweeter and more comfortable.

Remember, this is the way to be certain of removing most of the food particles which lead to decay. But in addition you must have a check-up by your dentist at six-monthly intervals.

A TOOTHPASTE OF DEFINITE GERM-KILLING POWER

Every batch of Euthymol Toothpaste undergoes a scientific test for antiseptic power. A sample of each batch of Euthymol is brought into contact with germs under carefully controlled conditions and its germ-killing power is measured by comparison with that of a standard antiseptic (phenol).

It is thus possible to ensure that all Euthymol has a standard activity as an antiseptic.

AN ACQUIRED TASTE

Like so many of the good things in life, Euthymol is an acquired taste and is characterised by a marked bite in its flavour. This is because of the selected ingredients that go into the product. At first you may think it rather strong, especially if you normally use sweet-tasting toothpastes, but that is what regular Euthymol users like about it—they know it is doing its job.

