



This November Colgate Total[®] Is Raising Their Hand to Stop Diabetes[®] to Encourage People Living With Diabetes to Make an Appointment With Their Dentist

NEW YORK, NY (November 14, 2011) - There is a critical need to educate the 26 million people in America living with diabetes about oral health. Ninety-five percent of people living with diabetes also have a form of gum disease. This is significant in comparison to the general population has a form of gum disease. Additionally, the Centers for Disease Control and Prevention (CDC) reports that people with diabetes are twice as likely to develop serious gum disease as people without diabetes.

In support of American Diabetes Month[®], Colgate Total[®] is raising their hand to Stop Diabetes, a movement launched by the American Diabetes Association to help end the devastating toll that diabetes takes on the lives of millions of individuals across the nation. By joining forces with the American Diabetes Association Colgate Total[®] aims to help educate and increase awareness of the critical link between oral health and diabetes and is donating \$100,000 to the American Diabetes Association to support Stop Diabetes.

"People living with diabetes are at an increased risk for developing periodontal disease because they are generally more susceptible to bacterial infection, and have a decreased ability to fight bacteria that invade the gums," said Dr. Maria Emanuel Ryan, professor of oral biology and pathology, Stony Brook University, Stony Brook, N.Y. "Conversely, scientific evidence suggests that periodontal disease may play a serious role in the development and progression of diabetes by adversely affecting blood glucose control. It is important that both patients and their healthcare providers be aware of the connection, monitor and take appropriate action to both prevent and treat periodontal disease."

A big misconception is that patients always experience pain if they have gum disease; this is not the case and is especially important for diabetes patients to know and watch for the following signs and symptoms:

- Bleeding gums when you brush or floss
- Red, swollen, puffy or sore gums
- Gums that have pulled away from your teeth
- Changes in the way your teeth fit together when you bite
- Pus that appears between your teeth and gums
- Constant bad breath or a bad taste in your mouth

People living with diabetes and those who may be at risk should take an active role in their condition management to combat the risk of gum disease and other oral health problems by flossing, visiting the dentist regularly and brushing twice daily with antibacterial toothpaste specially formulated for gum health, like Colgate Total[®]. Colgate Total[®] toothpaste reduces 90 percent of plaque germs that cause gingivitis, the most common form of gum disease, for 12 hours*. It is also the only FDA-approved toothpaste to prevent gingivitis and the #1 recommended most by dentists for gum care**.

The makers of Colgate Total[®] and the American Diabetes Association are encouraging Americans to take action and Raise Their Hand to Stop Diabetes. To learn more about the link and to learn how to be part of the movement to Stop Diabetes, please visit www.stopdiabetes.com or www.OralHealthAndDiabetes.com.

About Periodontal Disease

Untreated gingivitis can progress to periodontitis, which is a serious infection that destroys the soft tissue and bone that support your teeth. This can eventually cause tooth loss. People living with diabetes are prone to many infections, including gum infections. In addition, gingivitis and periodontitis impair your body's ability to utilize insulin, making diabetes harder to control. Proper oral health is an easy solution to preventing gum disease and helping to maintain better blood sugar management. Preventative oral health care measures include regular dental visits, flossing and brushing your teeth twice daily with Colgate Total[®] toothpaste.

About Colgate Total[®] Toothpaste

Colgate Total[®] toothpaste has an antibacterial formula clinically proven to actively fight germs for 12 hours. It is the only toothpaste both approved** by the U.S. Food and Drug Administration (FDA) and accepted by the American Dental Association to fight plaque and gingivitis. Colgate Total[®] toothpaste is also the number one toothpaste recommended most by dentists and hygienists. It has not been approved for the prevention or treatment of serious gum disease or other diseases. For more information about Colgate Total[®] toothpaste, visit www.ColgateTotal.com.

About The American Diabetes Association

The American Diabetes Association is leading the fight to Stop Diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.

*vs. ordinary, non-antibacterial toothpastes 12 hours after brushing

** Colgate Total[®] toothpaste is approved through the New Drug Application process to help prevent gingivitis. Not approved for the prevention or treatment of serious gum disease or other diseases. Emerging research shows that there is an association between periodontitis and certain systemic diseases. A cause and effect relationship has not been established.