

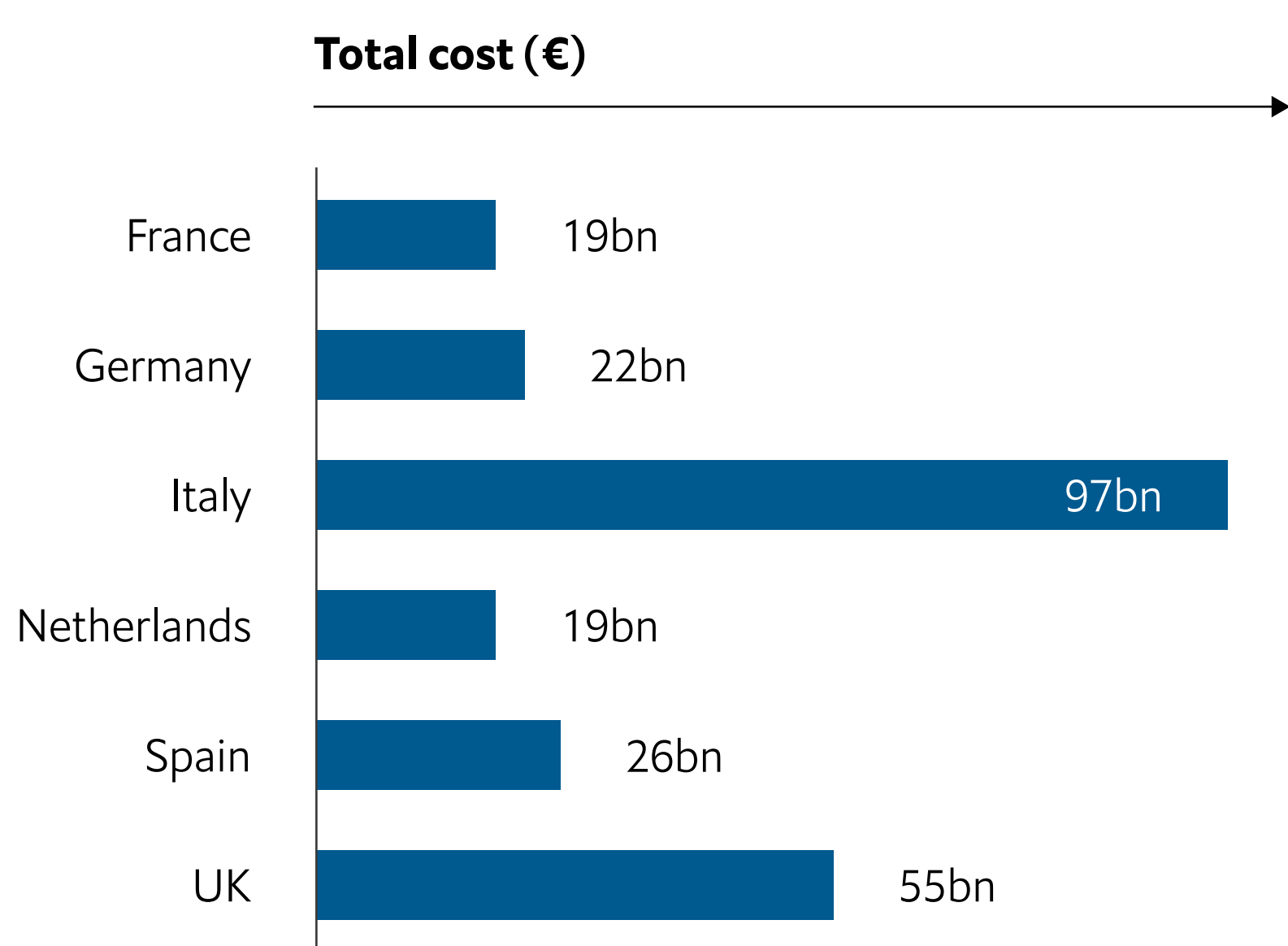
The socioeconomic impact of periodontitis

Periodontal (gum) diseases are strikingly common across the globe, yet largely preventable. Left untreated, periodontitis (severe gum disease) is a major cause of tooth loss and is considered one of the main threats to oral health as well as worsening general health. Eliminating gingivitis (bleeding gums, the precursor to periodontitis) and increasing the diagnosis and treatment rate of periodontitis to 90% in 6 European countries shows a positive return on investment over a 10 year time horizon.



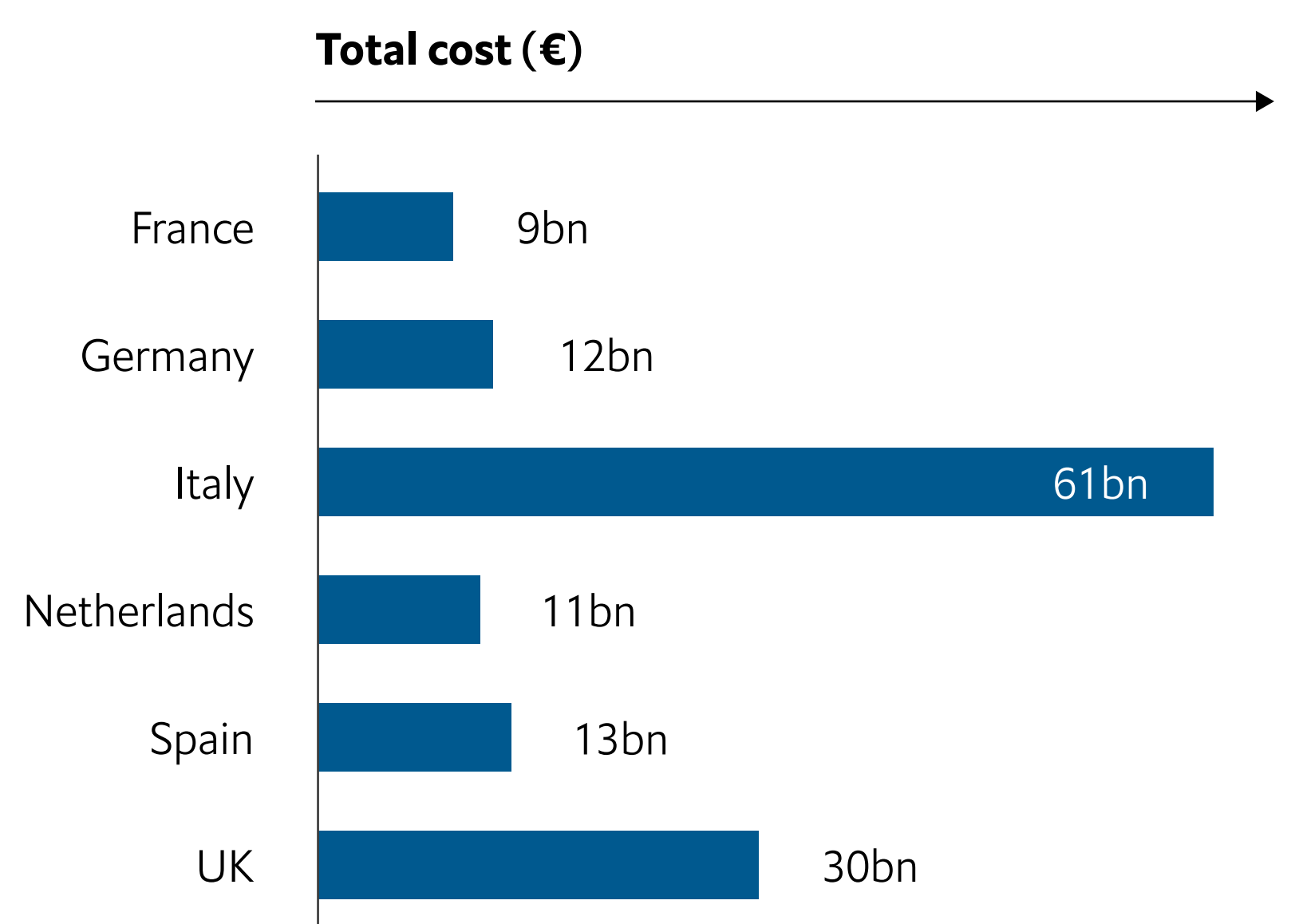
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The business as usual costs of treating periodontal diseases



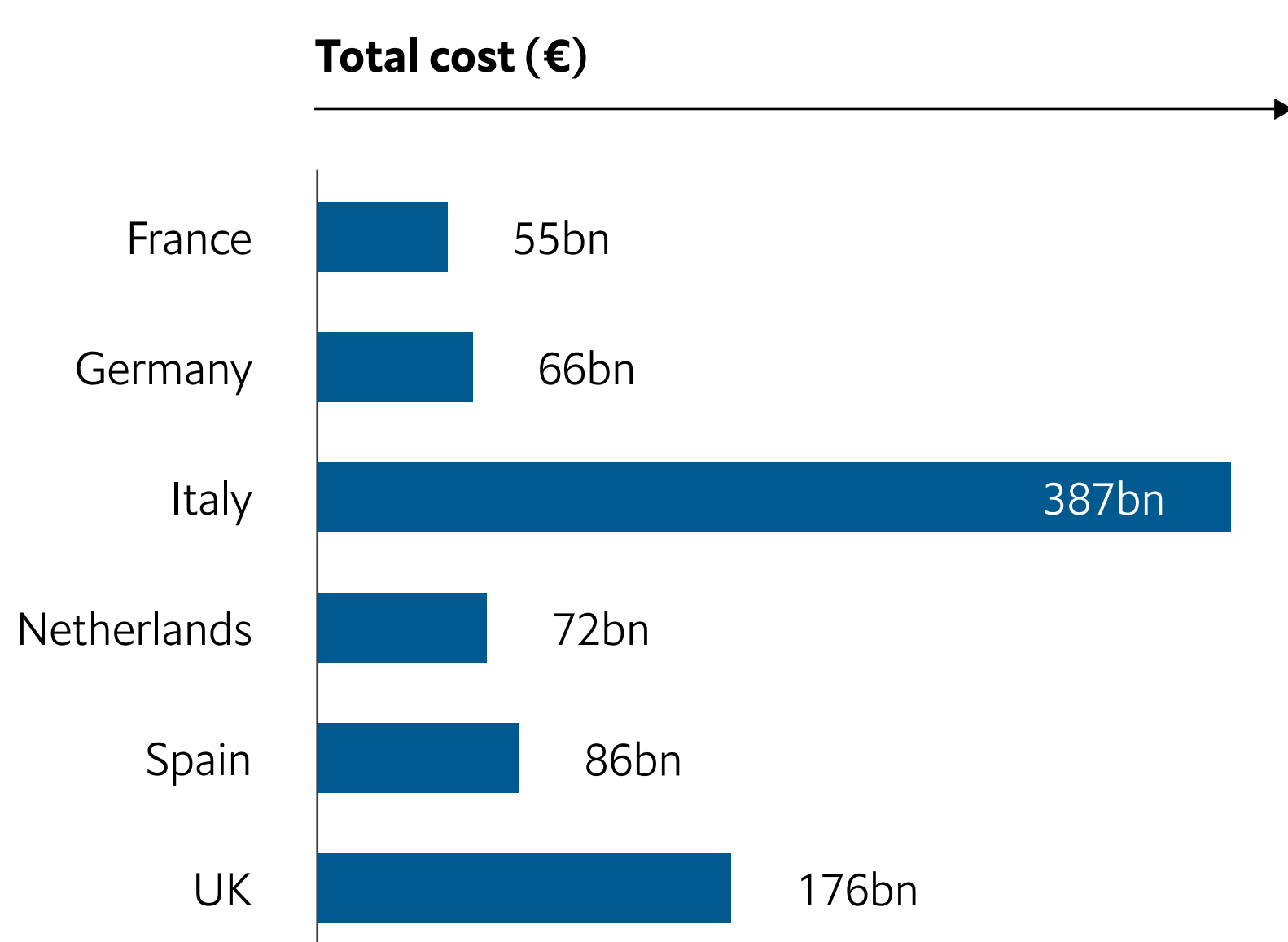
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Elimination of gingivitis using home care is cost saving and has a strong return on investment



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Managed periodontitis using the professional oral healthcare team is more costly than business as usual but still delivers a positive return on investment



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