



# YOUR GUIDE TO WORLD ORAL HEALTH DAY

Find out how to help protect your  
oral hygiene with Cigna.

Together, all the way.<sup>SM</sup>



We all know that keeping our mouth healthy means following a daily hygiene routine at home and making regular visits to a dentist.

That's why on **20 March** every year, organisers of World Oral Health Day ask the world to unite to help reduce the burden of oral diseases that affects individuals, health systems and economies worldwide.

World Oral Health Day aims to empower people with the knowledge, tools and confidence to secure good oral health. COVID-19 has made it much harder to make routine appointments with dentists, so maintaining and managing oral hygiene from home has never been more important.

## ORAL HEALTH PROBLEMS

A range of conditions can be classified as oral diseases or problems. These might include:

**Tooth Decay.** Tooth decay is one of the most widespread health problems in the UK. The risk of getting cavities is heavily influenced by lifestyle, what we eat, how well we take care of our teeth and the presence of fluoride in our water and toothpaste.

**Gum Disease.** Most people suffer from some form of gum disease, and it's the major cause of tooth loss in adults. Gum disease is reversible as long as you maintain good oral hygiene practices at home care you can slow down any effects.

**Oral Cancer.** If not detected early, oral cancer can require surgery, radiation therapy and/or chemotherapy. However, the good news is that 91% of all cases of oral cancer in the UK are preventable.

### Healthy mouth, healthy body.

Infections in the mouth can play havoc elsewhere in the body. Ongoing dental research is uncovering the full extent to which oral health is linked to general health. Some of these include heart disease, diabetes, preterm birth, respiratory diseases and osteoporosis.



Research suggests a link between mouth and bodily health, meaning that taking preventative steps to protect your oral and whole health is key.

## HOW TO PROTECT YOUR ORAL HEALTH WELL INTO THE FUTURE

- › **Find the right toothbrush.** Replace your toothbrush regularly (every 6 weeks is usually recommended).
- › **Brushing your teeth properly.** Make sure to clean the inside and chewing surfaces, especially the grooves that may collect food particles in your back teeth.
- › **Floss every day to clean between your teeth.** Flossing removes plaque from between teeth and below the gumline where gum disease often begins.

Cigna advocates healthy living to help prevent poor health. We focus on keeping people fit and well, and give them health improvement tools to access the right care at the right time.



Learn more about [oral health and dental insurance from Cigna](#) today.

Please reach out to the Cigna team anytime if you have any questions.



Copyright © Cigna 2022. All rights reserved.

Cigna European Services (UK) Ltd (Financial Services Register No. 788765) is an appointed representative for Cigna Life Insurance Company of Europe S.A.-N.V. UK Branch (Financial Services Register No. 202845) and Cigna Europe Insurance Company S.A.-N.V. UK Branch (Financial Services Register No. 207198) which are authorised and regulated by the National Bank of Belgium. Deemed authorised by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. Details of the Temporary Permissions Regime, which allows EEA-based firms to operate in the UK for a limited period while seeking full authorisation, are available on the Financial Conduct Authority's website.

Cigna Europe Insurance Company SA-NV, UK branch, is a foreign branch of Cigna Europe Insurance Company S.A.-N.V. (a company registered in Belgium in the Brussels Trade Registry with limited liability, authorised under licence 2176 and with Registration Number 0474.624.562 and registered address at Plantin en Moretuslei 309, 2140 Antwerp, Belgium), registered in England and Wales with registered number BR017168 and registered address at 13th Floor 5 Aldermanbury Square, London, EC2V 7HR.

Cigna Life Insurance Company of Europe SA-NV, UK branch, is a foreign branch of Cigna Life Insurance Company of Europe S.A.-N.V. (a company registered in Belgium in the Brussels Trade Registry with limited liability, authorised under licence 0938 and with registration number 00421.437.284 and registered address at Plantin en Moretuslei 309, 2140 Antwerp, Belgium), registered in England and Wales with registered number BR000754 and registered address at 13th Floor 5 Aldermanbury Square, London, EC2V 7HR.

Cigna European Services (UK) Limited is a limited company having its registered address at 13th Floor, 5 Aldermanbury Square, London EC2V 7HR and registered number 00199739