

Six Benefits, One Appointment.

This is what a professional cleaning delivers
that brushing simply cannot.

- 1 Removes tartar brushing can't
- 2 Stops gum disease before it starts
- 3 Kills bad breath at the source
- 4 Protects enamel from acid damage
- 5 Removes stains, smooths surface
- 6 Catches problems before they grow

You now know what tartar is, what it does, and
where it leads. The only question left is whether
you act on it.

Healthy smiles start with
one simple step, and you're
already here.

Book the Appointment

You've Been Putting Off

[Clinic Name]

Dr. [Doctor's Name]

[Qualification]



[Address]



[Phone Number]



[Phone Number]

You Think You're Cleaning Your Teeth



You're Not.

Brushing is essential — but it cannot reach
every corner.

COMMON MISCONCEPTIONS

What you Believe vs. What is True

These are the four most common beliefs we encounter every single day — and the clinical truth behind each one.

Chances are, at least one of these is you.

! MYTH

"I brush twice a day. I don't need professional cleaning."

✓ Fact

Brushing removes soft plaque only. Within minutes of brushing, plaque begins reforming. In **24-72 hours** it hardens into tartar — calcified bacteria that no brush can remove. Only professional cleaning can

! MYTH

"My gums bleed when I brush, so I avoid that area."

✓ Fact

Bleeding is a warning, not a reason to stop. Healthy gums don't bleed. Bleeding means inflammation is already present. Avoiding that spot only makes it worse. You should brush gently and get scaling done.

! MYTH

"Scaling damages and weakens my teeth."

✓ Fact

Scaling uses vibration to shatter tartar. It never contacts enamel. As the band of calculus is removed, our tongue perceives the gap. Sensitivity fades in a week. Bone loss from untreated tartar doesn't fade. Ever.

! MYTH

"I shouldn't get cleaning done during pregnancy."

✓ Fact

You must. Pregnancy hormones make your gums more vulnerable to inflammation, and untreated gum inflammation during pregnancy has been linked to preterm birth and low birth weight.

FROM PLAQUE TO TOOTH LOSS

From Plaque to Tooth Loss

Each stage is harder to reverse than the one before it.

01

Plaque: Bacteria coat teeth within hours of eating.
Reversible: brush & floss.

02

Tartar: Plaque hardens into calculus and bonds to the tooth.
Reversible: Scaling Required

03

Gingivitis: Gums swell and bleed on brushing. Bone still intact.
Reversible: Scaling Required

04

Periodontitis: Infection goes below the gumline. Pockets form. Bone starts dissolving.
Irreversible: Bone loss is permanent.

05

Advanced Periodontitis: Teeth become mobile due to bone loss.
Irreversible: Often leads to extraction followed by Implants.