

Press release

People with gum problems are more susceptible to cardiovascular diseases

- *Around half of the world's population suffers from periodontitis (gum disease), and cardiovascular diseases account for a third of all annual deaths worldwide.*
- *The European Federation of Periodontology (EFP) and the World Heart Federation (WHF), with the collaboration of DENTAID, are launching the Perio&Cardio informative campaign to raise awareness about the relationship between periodontal and cardiovascular diseases.*
- *This initiative offers educational materials and guidelines for dentists, cardiologists and other medical professionals, as well as for the general public on its website: perioandcardio.efp.org.*

Barcelona, 15th September 2020. – Patients with periodontal (gum) diseases are at increased risk for cardiovascular diseases, such as myocardial infarction or stroke. This is relayed in the **Perio&Cardio campaign**, launched today by the European Federation of Periodontology (EFP) and the World Heart Federation (WHF).

The initiative highlights the importance of avoiding risk factors such as smoking, a sedentary lifestyle, being overweight, high blood pressure or diets high in saturated fat and refined sugars. In addition, it points out that patients suffering from periodontitis and cardiovascular diseases simultaneously may be at higher risk for systemic complications, and so it is essential to maintain good oral health and regular check-ups.

The Perio&Cardio programme, which has the support of DENTAID, an oral health specialty company, is a global educational campaign that offers guidelines, documents, infographics, and other materials designed for dentists, cardiologists, doctors, pharmacists and the general public to raise awareness on the effects of gum diseases and their possible impact on cardiovascular diseases.

All the campaign material is derived from the scientific report 'Periodontitis and cardiovascular disease', published in February by EFP's *Journal of Clinical Periodontology*, which reveals the results of the Perio-Cardio Workshop, held in Madrid in 2019, and which brought together 20 internationally renowned experts in periodontics and cardiology.

1 in 3 deaths in the world is caused by cardiovascular disease

Periodontitis, the most common gum disease, has a **global prevalence of 45-50%**, and its most severe form affects 11.2% of the world's population, making it the sixth most common human ailment. **Cardiovascular disease is responsible for 17.9 million deaths per year worldwide (one third of all deaths)**, including 3.9 million in Europe (45% of all deaths). The main causes of heart failure include ischemic heart disease, stroke and hypertension. Although death rates are declining, the absolute numbers have increased over the last 25 years due to the aging of the population.

"Most people are unaware of the increased risk of heart disease associated with poor periodontal health," explains **Jean-Luc Eiselé, CEO of the World Heart Federation (WHF)**. "This project aims to raise awareness about this important link not only among the general public, but also among nurses, dentists, cardiologists, and other medical professionals, who play a key role in managing the risk factors for heart disease among their patients. We are proud to be able to partner with the **European Federation of Periodontology (EFP)** to shed light on this important issue. "

Xavier Struillou, President of the EFP, adds: "Partnering with the WHF for this joint project is a qualitative step for us, given the WHF's leadership in heart and cardiovascular disease and its global reach. Perio&Cardio reinforces the leadership role that EFP is playing in its quest for periodontal health for a better life everywhere". In this regard, **Dr. Joan Gispert, Director of R&D&i at DENTAID**, underscores the importance of collaboration to improve prevention: "Supporting initiatives like Perio&Cardio is key for DENTAID, since we consider it essential to raise awareness throughout society of the close relationship that exists between oral health and general health. The mouth is not an isolated system, and any disorder has repercussions on the general state of health. That is why this campaign is so important - because it explains the importance of prevention and treatment, and the fact that if we actively take care of the health of our gums we are, at the same time, helping to take care of our cardiovascular health".

About the European Federation of Periodontology (EFP)

The European Federation of Periodontology (EFP, www.efp.org) is a non-profit organisation dedicated to promoting awareness of periodontal science and the importance of gum health. Its guiding vision is “periodontal health for a better life.”

Founded in 1991, the EFP is a federation of 37 national periodontal societies that represents more than 16,000 periodontists, dentists, researchers and oral-health professionals from Europe and around the world. It supports evidence-based science in periodontal and oral health, and it promotes events and campaigns aimed at both professionals and the public, such as EuroPerio, Perio Master Clinic and Perio Workshop. www.efp.org

About the World Heart Federation (WHF)

The World Heart Federation (WHF) unites the cardiovascular community and drives the agenda to reduce the global burden of cardiovascular disease and help people live longer, healthier lives. Together with its members, it works to end needless deaths and build global commitment for improved cardiovascular health at the global, regional, national and community levels. www.worldheart.org

About DENTAID

DENTAID is a company specialised in oral health and a leader of this category in pharmacies. DENTAID researches and develops next-generation oral solutions for the prevention and treatment of diseases caused by oral biofilm (bacterial plaque). The company counts on the DENTAID Research Center, a reference for oral health research worldwide.



DENTAID is currently present in more than 70 countries through subsidiaries and a wide network of distributors. The products it markets include the following brands: Vitis®, Interprox®, Perio·Aid®, PHB®, Desensin®, dentaid® Xeros, Halita®, Waterpik®, Fluor·Aid® and Plac·Control®.

www.dentaid.com