Dubai, UAE: According to a survey conducted by Oral-B and Crest, 62% of respondents from UAE reported bleeding gums, making it one of the top 3 concerns after bad breath and sensitivity. In light of these findings, Crest is calling for consumers to be more aware about gum problems by revealing the causes and how to reverse the concern in four weeks.

Many adults believe that they are already doing everything they can to protect their mouths and do not realize that red gums or minor bleeding during brushing or flossing can be a sign of gum problems.

Commenting on these findings Dr. Essa Nabeel Al-Essa, Regional Oral-B and Crest Expert explains: "Gum problems are caused by plaque bacteria at the gum line that can cause gums to swell. When left untreated, it can lead to a more serious form of gum problems, known as periodontitis, an infection in the ligaments and bones that support the teeth. Periodontitis, if left untreated, can be a major cause of tooth loss in adults."

Dr. Essa adds, "until now, gum protection toothpastes had mainly offered brief pain numbing benefits."

Following 12 years of development, 15 registered patents, 80 clinical studies, involving more than 100 researchers, and more than 1000 clinical tests, Crest is proud to introduce - Pro-Expert Clinic Line Gum Protection.

The new, advanced formula provides Crest’s highest level of protection against the plaque bacteria that can cause gum problems and with regular use is clinically proven to reverse in just four weeks. The technology is being recommended by dentists not only as the solution for reversing the issue, but also as a preventive measure.

Just like other Crest’s Pro-Expert toothpastes, Crest Pro-Expert Clinic Line Gum Protection protects against all the areas dentists check most: cavities, plaque, tartar, sensitivity, stains, enamel erosion and fresh breath.

Pro-Expert Clinic Line Gum Protection is available now across all leading supermarkets and pharmacies in the GCC.

Toothpaste containing stannous fluoride from Crest was the first to get approved in 1955 by American Dental Association as effective to in preventing caries.