

# It Pays to Show Your Teeth Some Love



According to the American Dental Hygienist Association, nearly 75% of American adults have some form of gum disease and don't even realize it. Here are a few more reasons not to skip that next checkup.



## 1 Stronger first impressions.

According to Harris Interactive, 82% of US adults say the first thing they notice about other people is their smile. So take care of those pearly whites and put your best face forward.



## 2 It's a great investment.

Dental care isn't always cheap, but it costs less than letting small problems turn into serious issues. Authority Dental states that a root canal can be up to 55 times more expensive than a filling.

## 3 Boosts for your heart.

By avoiding periodontal gum disease, you can lower your risk of heart disease by 30%. That's two reasons to smile.



## 4 Early detector of heart disease.

Dental health is a good indicator of your overall health. The warning signs for up to 120 medical conditions including diabetes, heart disease, and stroke can all be detected in the mouth.



### We care about keeping you healthy.

Whether it's making the case for oral health or literally paying our members for going to the dentist, our goal is to help everyone in WNY live happier and healthier. If you're a member, log in to your online account for more tools, resources, and rewards today.

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