

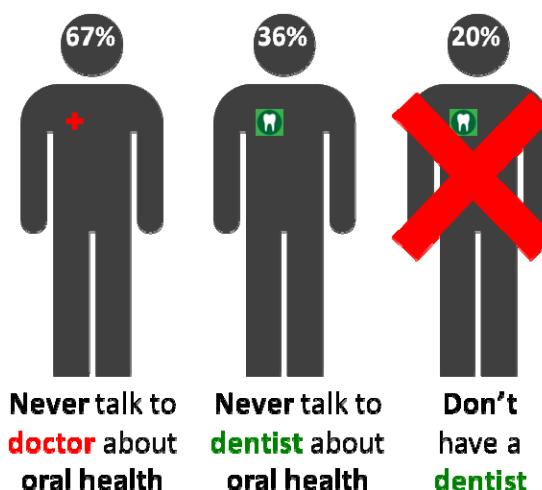
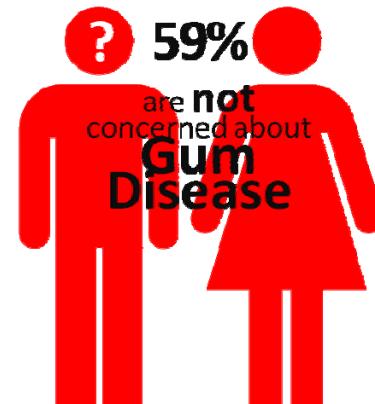
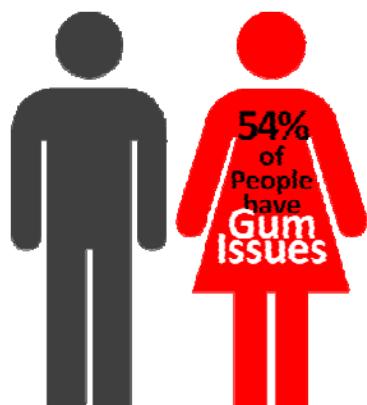
Take Charge of Your Diabetes Health



Diabetes and Oral Health Survey Fact Sheet

The Mindset | Not Worried

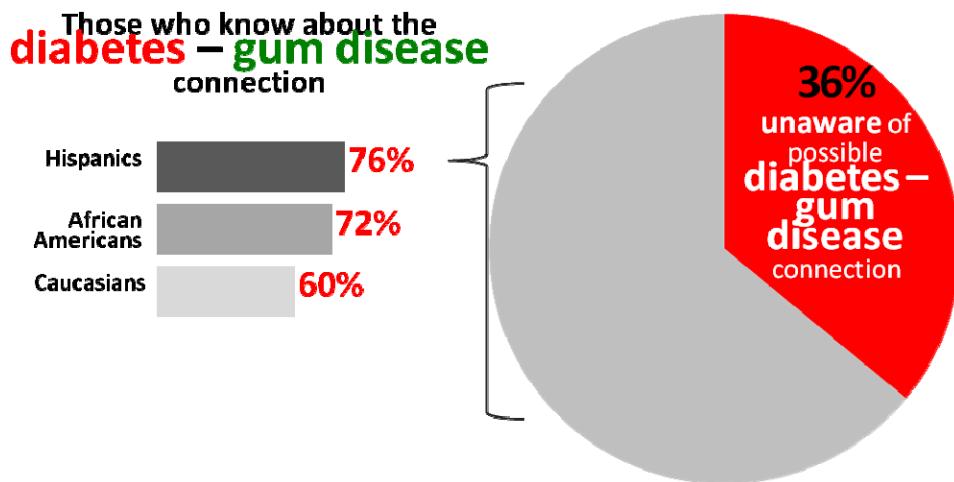
Americans with diabetes are not overly concerned with their oral health, and they do not consider it to be a top-of-mind issue to discuss with their healthcare providers.



67% say they never talk to their personal doctor about oral health.
36% say they don't even talk to their dentist about it.
A full 20% of respondents report that they do not have a dentist.

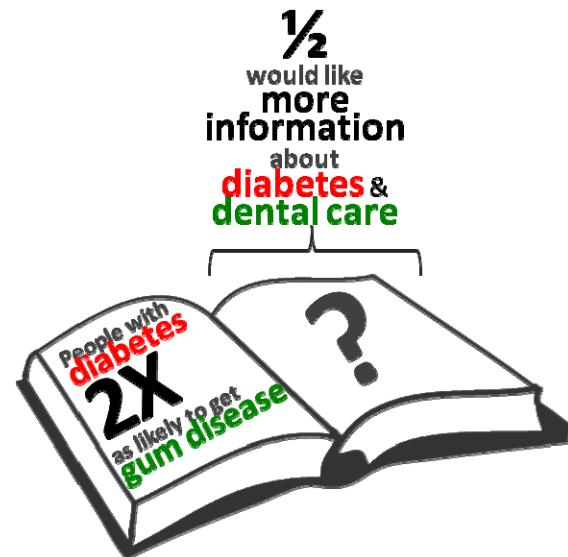
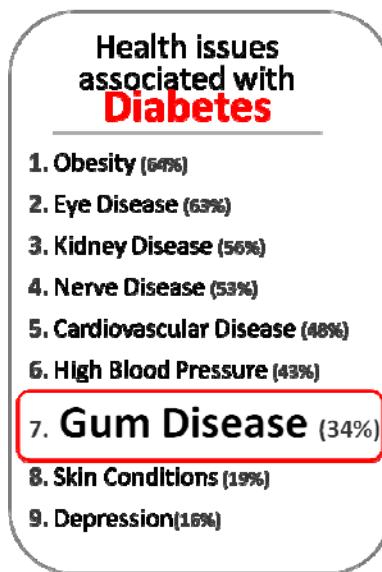
Oral Health & Diabetes | Making the Connection

Many Americans with diabetes are unaware of the link between diabetes and oral health issues, particularly compared to other issues more clearly associated with diabetes.



More than a third (36%) are unaware that having diabetes can contribute to oral health issues and that having oral health issues can even contribute to the progression of diabetes.

- 60% of Caucasians versus 72% of African Americans and 76% of Hispanics say they have an understanding of this link.

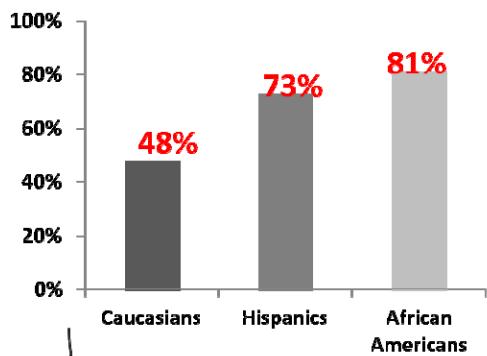


When asked about a list of key health issues, people with diabetes associated oral health seventh out of nine key health issues linked to diabetes, further illustrating a lack of awareness around the possible connection between oral health and diabetes.

The majority (53%) of Americans living with diabetes say they don't have enough information about the potential link between oral health and dental care and would benefit from more.

Now That You Know | Taking Charge

Upon hearing about the risks of gum disease for Americans with diabetes, they pledge to pay more attention to their oral health and dental care.



56% will pay more attention to oral health & dental care



56% say they will pay more attention to their oral health and dental care.

- 48% of Caucasians say they plan to pay more attention to the issue, compared to 73% of Hispanics and 81% of African Americans.

50% say they will talk to their doctor or dentist, and a little more than a third say they will brush more often (39%), floss more often (34%) and use mouthwash more often (34%).



They believe that their families should support them in their diabetes and in their learning process.

- 78% say support from their family in helping them manage their diabetes is important to them.
- 81% say their family's awareness of the health issues related to diabetes is important to them.



Choosing the right toothpaste can help them take charge of their oral health.

- 88% believe that "not all toothpastes are created equal – some have more benefits than others."
- 88% believe that "there are toothpastes that can actually help manage oral/gum issues better than others."

About the Survey

The survey was conducted online by Harris Interactive among 657 U.S. adults, age 18+, who report being diagnosed with Type 2 diabetes. The survey sample includes oversamples of 155 African Americans diagnosed with Type 2 diabetes and 161 Hispanics diagnosed with Type 2 diabetes. Data was weighted to be representative of U.S. adults with Type 2 diabetes. Additionally, the individual racial subcategories of Caucasians, African Americans and Hispanics with Type 2 diabetes were weighted individually to be representative of each subpopulation within the greater population of all Type 2 diabetes patients in the U.S. The survey was fielded September 5-13, 2012.