

Gum Health Day highlights the aesthetics of healthy gums

‘Healthy gums look good on you! Protect them!’ was the slogan for Gum Health Day 2023, a worldwide public health campaign held on 12 May.

The event was led by the European Federation of Periodontology (EFP) and developed by its national member societies in more than 30 countries in all continents. The initiative aims to inform the general public about the detrimental effects of gum diseases (gingivitis, periodontitis, peri-implant mucositis, and peri-implantitis) on both oral and overall health, and the advantages – including aesthetic advantages – of keeping their gums healthy at all times.

Spyros Vassilopoulos, Gum Health Day 2023 co-ordinator said: ‘This year’s campaign focuses on aesthetics and wellbeing, since gum health plays a part in raising each person’s personal appearance, self-esteem, and allure, whatever their age, gender, and condition.



Spyros Vassilopoulos

‘A healthy smile comprises two major components: our teeth, driven by the white aesthetics, and gums, driven by pink aesthetics. Both of these components need to

be healthy for a person to have an appealing smile and, even more importantly, in order to look good because you feel good and healthy.

‘One common regret among patients is that they have lost the tissue between their teeth. These gaps, or “black triangles”, make them feel uncomfortable. Unfortunately, trying to regrow that tissue is one of the most challenging and unpredictable tasks in periodontal surgery. It makes much more sense in terms of beauty, cost, time, and outcomes to protect your gums by keeping them healthy rather than trying to undo the damage of periodontal disease once it has already been inflicted.

‘Many devote a lot of time and energy to their appearance – so protecting your gums is the smart move. Just as your skin, hair or eyes matter in terms of appearance, so do your gums. And if your clothes or shoes are important to your looks, so are your gums. Wearing healthy gums greatly contributes to your appearance.’ ✦

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