

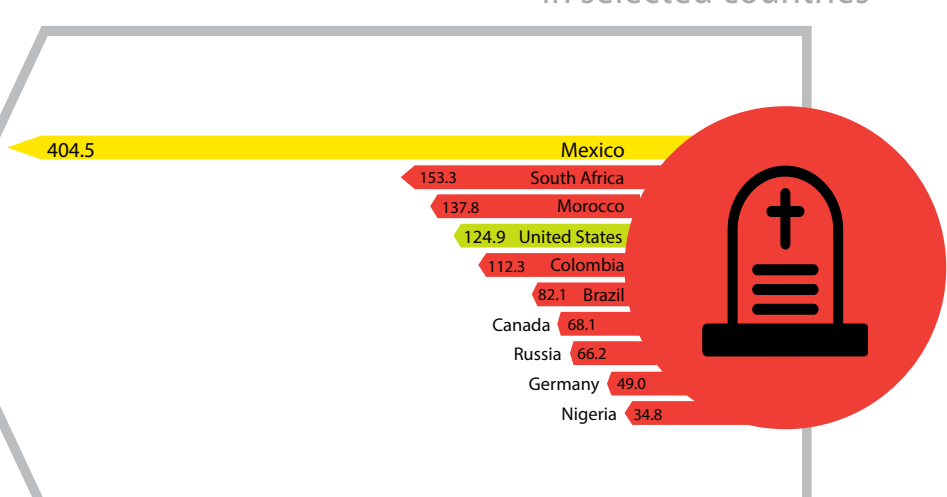
Tooth Decay

AN OVERLOOKED CONSEQUENCE OF SODA CONSUMPTION

We already know that **sugary drinks kill thousands** across the globe each year...
...in part by contributing to diabetes and obesity.

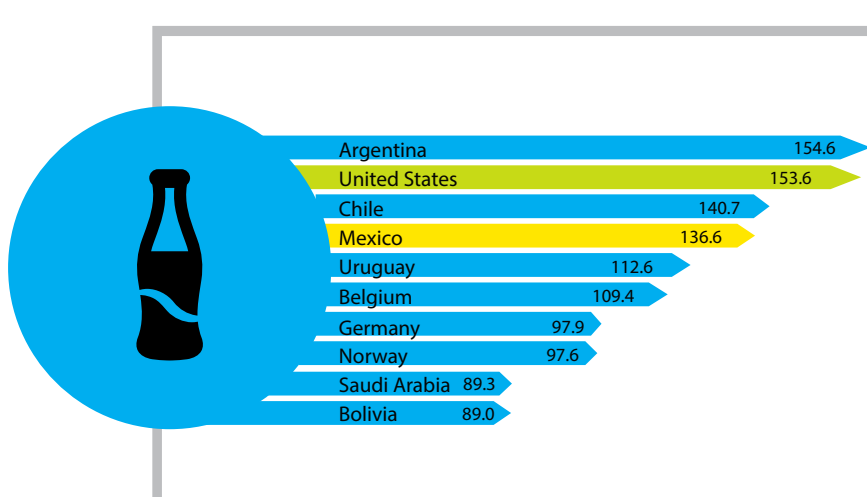
Sugary Drinks Kill 24,000 Mexicans Each Year

Annual death rate from sugary drinks per million adults in selected countries



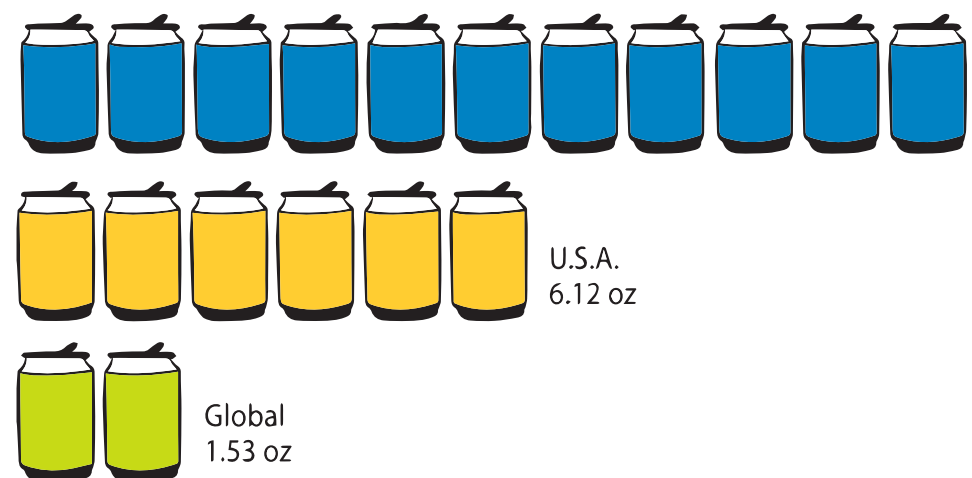
Top 10 Soda-Drinking Countries in 2014

Soft drink purchases per capita, in liters

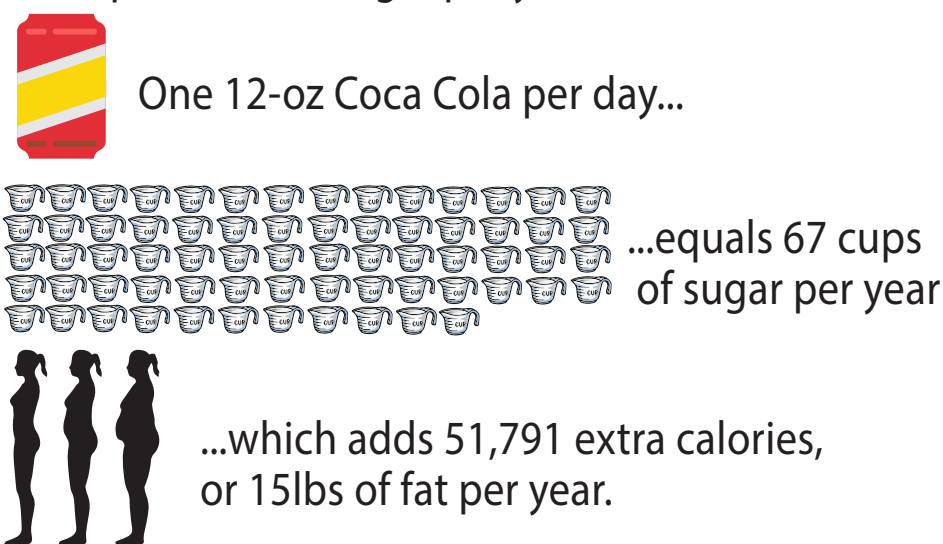


Mexico and the U.S. Remain Top Soda Consumers

Consumption of Coca-Colas per capita per day



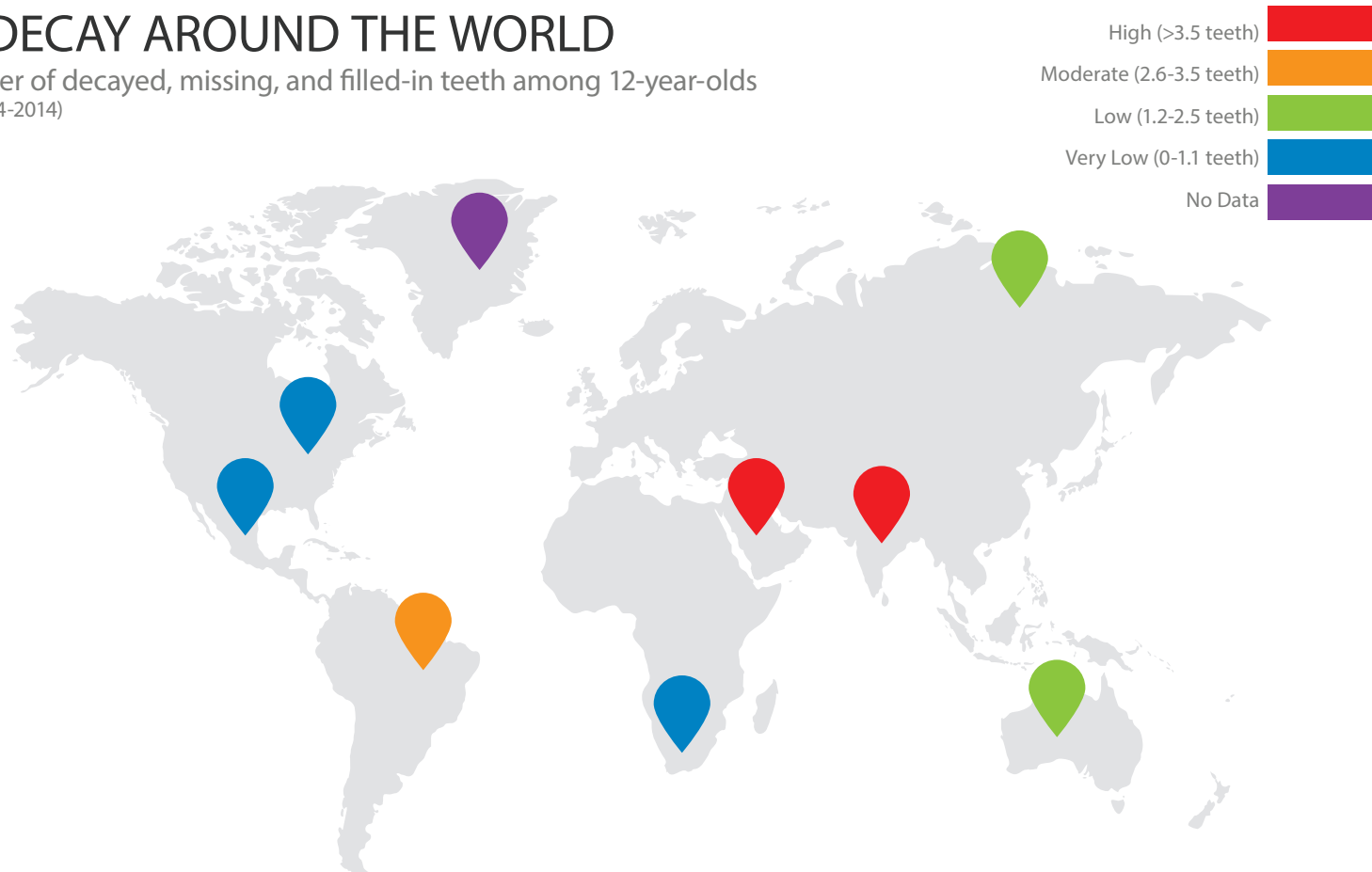
The average Mexican drinks one 12-oz Coca Cola each day, which adds up to 32.3 gallons of soda and 67 cups of added sugar per year.



But soda consumption also causes **tooth decay**,
the #1 most prevalent disease in the world.

TOOTH DECAY AROUND THE WORLD

Average number of decayed, missing, and filled-in teeth among 12-year-olds (Source: WHO, (1994-2014))

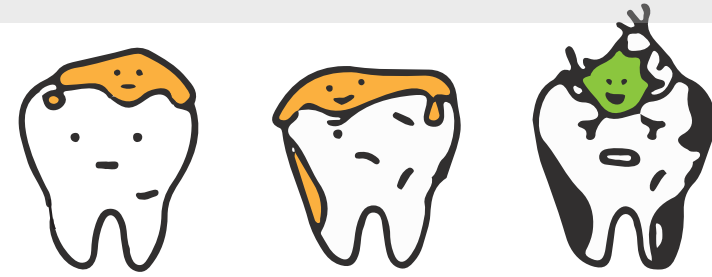


THE TRUTH ABOUT TOOTH DECAY

- Worldwide, **100%** of adults have dental cavities
- 60-90%** of school children have dental cavities
- 15-20%** of middle-aged (35-44 years) adults have **severe periodontal (gum) disease**
- 30%** of people aged 65-74 have **no natural teeth**

Unlike diabetes and obesity, tooth decay can occur within a matter of **months**, especially in young children.

TOOTH DECAY (dental caries) is a multifactorial disease, caused by the interaction between the:
Tooth surface
Bacteria that make a biofilm on the tooth (dental plaque)
Sugars in food



Sugar feeds bacteria on teeth, leading to acid production and tooth destruction.

Biofilm bacteria metabolize sugars to produce acids, which break down tooth enamel over time. In early stages, tooth decay can be reversed, but in later stages, a cavity forms. At this point, treatment is necessary to remove decay and repair the tooth. If left untreated, tooth decay can lead to extensive destruction of the tooth, pain, and infection. Serious infections can lead to abscess formation and septicaemia.

Tooth decay affects nearly **everyone**...

But is especially prevalent in low- income areas and among people with high sugar consumption and low access to fluoride.

UNTREATED TOOTH DECAY CAN LEAD TO...

Cardiovascular Disease
Linked to periodontal disease

Organ Infections
Oral bacteria are associated with infections of the brain, heart, and other organs.

Pneumonia
Oral infections increase the risk of pneumonia

Cancer
Periodontal disease is linked to gastrointestinal and pancreatic cancer

Pregnancy Complications
Periodontal disease is associated with preterm and low-birth-weight babies.

Diabetes
Periodontal disease is associated with an increased risk of diabetes and diabetic complications.

From 2008-2012, oral diseases cost the European Union more than Alzheimer's, stroke, cancer, and respiratory diseases.
\$88 Billion

